JANUARY 15, 1951

BROADCASTING TELECASTING

PUBLIC LIBRARY
OGY DEPT
IN DR
2 MICH

JBLIC LIBRARY
JAN 16 1951
DETROIT

what is a one-way street?

WOR is a one-way street.

For a station, that offers completely effective service to its sponsors, must be a master of many techniques in the increasingly vital field of *radio* advertising . . .

. . . but, above all, point *one-way*, to greater sales at *less* cost to *more* people.

Perhaps that is why WOR, as a sales-maker, sells more for more people to more people at less cost than any other station in the United States.

wor

— at 40th Street and Broadway, in New York

FOR RINGING UP SALES IN RICHMOND

If you want to make friends and influence sales in Richmond, you'll do well to consider the Havens & Martin stations — Virginia's oldest radio and television institution.

Steeped in the traditions of the Old Dominion Capital, WMBG, WTVR and WCOD have long ago achieved the basic ingredients so important to successful selling — public confidence and listener loyalty. It all adds up to mounting sales results for your national product. The nearest Blair man will gladly tell you more.

Havens & Martin Stations are the *only* complete broadcasting institution in Richmond.

WMBG AM
WTVR TV
WCOD FM

FIRST STATIONS OF VIRGINIA

Pioneer NBC outlets for Virginia's first market.
Represented nationally by
John Blair & Company

HOOPER-SCHMOOPER

...it's his empathy we're wild about!

Some like Arthur for his ratings. We at Leo Burnett find no flies on that, either. But that's not the big reason why this Chicago agency is in the Godfrey camp in such an important way.

If there hadn't been an Arthur Godfrey, we would have tried to invent one.

For we believe that the "empathy" Time Magazine says Godfrey has, is what advertising is all about. It consists of getting with the prospect instead of talking at him.

And how do you do that, Mr. Godfrey?

By taking the hokum out of selling. And the phoniness out of advertising.

By talking to people as people. Not dopes.

By telling them the truth. Because, by telling people the truth, you make friends. And friends are people who believe what you have to say.

And isn't that, we repeat, what advertising is all about? If the work this agency is doing for its clients seems to have some of that same quality of believability, Arthur -- it has not been unintentional.

LEO BURNETT COMPANY, Inc.
Chicago

Currently handling 20 network radio and television programs

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING TELECASTING ...at deadline

Closed Circuit

RADIO time sales passed $453 million mark in 1950—up more than 6%, compared with 2% gain in 1949—while TV time sales tripled to total of $83 million plus, according to business analysis being prepared for BROADCASTING • TELECASTING's 1951 YEARBOOK, due to go into mails this month. Radio-TV total puts broadcasting's net time sales revenues into $500 million class for first time.

TO PROVIDE swift news coverage wherever trouble may erupt, Army Public Relations will call meeting of communications companies with radio and press within next week for exploratory discussions. Provision of two-way voice circuits plus other facilities for news transmission will be evolved on emergency stand-by basis. In addition to communications carriers, network news chiefs, Radio Correspondents Assn., NAB's Broadcast Advisory Council and press association groups will meet. Maj. Gen. Floyd Parks, Army information chief, is calling sessions upon suggestion of Radio-TV Branch headed by Col. E. M. Kirby.

LEWIS ALLEN WEISS, former board chairman of Don Lee, and now consultant with Hughes West Coast aircraft operations, joins National Production Authority Jan. 15 (today) in executive capacity, probably in end products. Hughes has given him leave of absence.

WASHINGTON SENATORS Club has closed for 1951 baseball broadcasts and telecasts with Chr. Heurich, Washington (Old Georgetown Beer), for exclusive one-year package with options including facilities, understood to involve $250,000. Whether WWDC, Washington independent, and WTTG (TV), DuMont Washington station, will handle games as was case last year under Liggett & Myers (Chesterfield) sponsorship, was still in negotiation. Radio contract will include all 154 games, while TV will cover 21 home games. Account handled by Henry J. Kaufman & Assoc., Washington agency.

WHILE plans went ahead for Radio Correspondents Assn. dinner Feb. 3, it was understood White House had thrown hint that dinner should be cancelled. White House Correspondents and Photographers Dinners already cancelled, apparently because of difficulty in lining up shows.

UP TO NAB board will be decision on President Miller's projected inspection tour of South America for State Dept. Long-pending tour, slated in March, has board sanction but Judge Miller, who has passed physical and passport routines, feels directors should make decision in view of shift of General Manager Ryan to BAB.

ILLINOIS Congressman Richard W. Hoffman, owner of WHFC and WEHS-FM Cicero (Chicago), said to be bidding for House Interstate & Foreign Commerce Committee because of interest in radio legislation. Another Republican, Rep. Harris Ellsworth of Oregon, who holds part interest in KRNR Roseburg, Ore., wants to leave committee to join House Rules Committee.

CHARLES BEVIS, assistant to NBC Vice

(Continued on page 82)

Upcoming

Jan. 15: Media Conference, American Assn. of Professional Baseball Leagues, Columbus, Ohio.
Jan. 19: NAB-BAB Committee, Hotel Stevens, Chicago.

Bulletins

ADMIRAL CORP. to sponsor Golden Glove finals in simulcast, March 9, on MBS and DuMont networks plus International Finals March 29 on both networks. Erwin, Wasey, New York, is agency. Account also considering sports events in both radio and television for spring.

PRESIDENT Truman Friday signed federal civil defense bill setting up permanent agency with unprecedented powers in times of "emergency."

NCAA CONVENTION ADOPTS TV COMMITTEE REPORT

NCAA convention at Dallas late Friday adopted TV Committee resolution calling for a partial and controlled moratorium on live telecasts of football games next season (see early story page 53). Vote was 161 for and 7 against adoption of resolution which also endorses experimental program as outlined in report of Tom Hamilton, U. of Pittsburgh athletic director. Report also approves setting up of eight man committee composed of one member from each of eight NCAA geographic districts to guide experiment.

Sole vigorous opposition to ban on live TV on floor came from Francis Murray, athletic director of U. of Pennsylvania. Among other points he raised was question of "restraint of trade" aspects of NCAA move. But Mr. Hamilton said his committee had consulted counsel and was told "we have an excellent case."

Asked from floor to define "live" TV as covered by moratorium, Mr. Hamilton said it means "simultaneous broadcast over TV of football games." Question of whether adoption of resolution would be "binding" on NCAA member institutions brought a ruling before convention by Harvey H. Guice, NCAA parliamentarian and SMU government professor, that "the resolution would bind all NCAA members."

COMMITTEE ASSIGNMENTS MADE IN SENATE, HOUSE

SIX Republican Senators named to Senate Interstate & Foreign Commerce Committee Friday. Seven Democrats named week ago [BROADCASTING • TELECASTING, Jan. 8]. GOP members are Tobey (N. H.), Brewster (Me.), Capehart (Ind.), Bricker (Ohio), Williams (Del.), Kem (Mo.).

Democratic members of House Interstate & Foreign Commerce Committee also named Friday. They are Crosser (Ohio) chairman, Beckworth (Texas), Priest (Tenn.), Harris (Ark.), Rogers (Fla.), Klein (N. Y.), Stanley (Fla.), Sullivan (Mo.), Granahan (Pa.), McGuire (Conn.), Underwood (Ky.), Carlyle (N. C.), Williams (Miss.), Mack (Ill.), Thornberry (Tex.), Heller (N. Y.), Roberts (Ala.).

Business Briefly

REPRESENTATIVE NAMED ● WJMR (AM) and WRCM (FM) New Orleans have named Independent Network Sales, New York, as representative, according to George A. Mayoral, general manager.

MONARCH READY ● Monarch Finer Foods, Chicago, ready to sign late Friday for sponsorship of quarter-hour of Arthur Godfrey's morning radio show on alternate days, starting Feb. 5. Agency, Weiss & Geller, Chicago.

CHILDREN'S SHOW ● Hollywood Candy, Centralia, Ill. (Milk Shake candy bar), Jan. 27 starts *Hollywood Midway* on CBS-TV, Sat., 11:30-12 noon (EST). Circus talent to be featured. Agency, Ruthrauff & Ryan, St. Louis.

BROWN ALTERNATES ● Brown Shoe Co. (Naturalizer Division) sponsoring *Say It with Acting* over NBC-TV network, alternate Saturdays, 6-6:30 p.m. Program, previously seen only over WNBT (TV) New York, alternates with *Smilin' Ed McConnell and His Buster Brown Gang* under same sponsorship. Agency, Leo Burnett Co., Chicago.

OIL FIRM RENEWS ● Cities Service Co. renewing *Band of America* for 25th year, over NBC Monday, 9:30-10 p.m., effective Jan. 22. Agency, Ellington Co., New York.

WINCHELL CONTINUES ● Warner-Hudnut Inc. renewing Walter Winchell on ABC, 9-9:15 p.m., Sunday for year. Agency, Kenyon & Eckhardt, New York.

BABBIT SERIES ● B. T. Babbit Inc. (BAB-O, Swerl), sponsoring new half-hour series *Two Girls Named Smith* on ABC-TV beginning Jan. 20, 12-12:30 p.m. Agency, William H. Weintraub & Co., New York.

PUDDING PROSPECT ● American Home Products Corp. (Burnetts instant pudding), New York, looking at availabilities for possible television spot campaign. Agency, Earl Bothwell, New York.

LINNEA NELSON TO RETIRE FROM TIMEBUYING POST

LINNEA NELSON will retire March 31 from J. Walter Thompson Co. after 23½ years, relinquishing her position as nation's best-known timebuyer to become "just a housewife," she told BROADCASTING • TELECASTING Friday.

No successor appointed but unless agency brings someone in from outside, most likely candidates would be Jim Luce, Jayne Shannon and Anne Wright, all of Miss Nelson's staff.

Joining J. Walter Thompson Co. in September 1927, as temporary typist, Miss Nelson has explained her start in radio by stating she was only member of media department unimportant enough to deal with this new and at that time relatively insignificant medium. From typist she became station rate calculator and when a full-fledged radio department was inaugurated Miss Nelson was appointed timebuyer, heading agency's ever-expanding timebuying operations uninterruptedly since then.

She has been active in industry affairs as member of AAAA Radio & Television Committee and as sole feminine member of BMB board. In private life she is Mrs. William Kleinhans.

Greater Kansas City's ONLY

50,000

WATT STATION

810 kc.

10,000

WATTS

Night

KCMO

National Representative

THE KATZ AGENCY

MORE

TOP-RATED or 2ND PLACE quarter hours between 6 A.M. and 8 P.M. than any other BALTIMORE RADIO STATION*

Again and again we've proved it—WFBR is *Baltimore's Best Buy* for sales-minded advertisers! The headline tells its own story. For amplification, explanation and demonstration, ask your John Blair man—or in Baltimore, call for a WFBR salesman!

Naturally, WFBR-built shows like *Club 1300, Morning in Maryland, It's Fun to Cook, Nelson Baker Show* and others have a lot to do with that ARB report. Ask about them, too!

**Monday thru Friday, Oct.-Nov. 1950 ARB Report*

MARYLAND'S PIONEER BROADCAST STATION!

WFBR

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. Telephone ME 1022

IN THIS BROADCASTING . . .

Sales Upsurge Reported by Networks	19
Not 5%—But '7½ Percenter' Now	19
Communications' Role in Defense Being Set	21
McDaniel Mentioned for RTMA Presidency	21
Radio Circulation Analyzed by BAB	22
BAC Future a Question Mark	22
'Editorial Control' Charged to Networks	23
'Journal' Decision Appealed	23
Ad Council Meets at White House	24
NRDGA Awards Made to Retailers	25
Population Breakdown Standards Issued	25
'Homing' Defense Studied	26
Horse Race Questionnaire Issued by FCC	26
Defense Dept. Studying Production	28
Higher Excise Taxes Being Boomed	30
Study Started on Manpower Problem	35

TELECASTING Starts on Page 49

DEPARTMENTS

Agency Beat	8	New Business	10
Aircasters	48	On All Accounts	8
Allied Arts	70	Open Mike	62
Editorial	44	Our Respects to	44
FCC Actions	68	Programs, Promotions, Premiums	67
FCC Roundup	76	Strictly Business	14
Feature of Week	14	Upcoming	59
Front Office	47		

WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Ardinelle Duncan, Wilson D. McCarthy, John Osbon. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Doris Lord, Allen Riley, Jean D. Statz, Keith Trantow; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadt, Doris Orme, Judy Martin; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Jonah Gitlitz, Elaine Haskell, Grace Motta, Lillian Thacher, Warren Sheets.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, *Agency Editor;* Pete Dickerson, *Assistant to New York Editor;* Gretchen Groff, Martha Koppel.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

•Reg. U. S. Patent Office

Copyright 1951 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

EXTRA

NEWS FOR TIMEBUYERS AND RADIO ADVERTISERS

Charlotte, N.C.

WSOC Announces Appointment Of H-R Representatives February 5

WSOC Now Reaches 91,000 Radio Homes In 21 Counties

Adjustment of BMB's Study No. 2, using an actual count of radio homes in the WSOC coverage area, shows that the aggressive NBC affiliate in Charlotte now offers advertisers a total weekly audience of 91,384 radio homes. This adjustment has been made on the basis of the 1950 U. S. Census count of dwelling units in the 21-county area served by the Charlotte station.

11% Increase

The result is that WSOC enjoys an 11% increase in number of radio homes over those registered during the last Broadcast Measurement Bureau study. Its figures at that time gave the Charlotte station 81, 630 homes in its coverage area.

21-County Coverage

Although WSOC radiates a power of 250 watts, its vast 21-county coverage area is comparable (and in many cases superior) to that reached by kilowatt and five-kilowatt stations in the Carolina area. Besides WSOC's saturation coverage of Charlotte and the Mecklenburg County region, its influence also penetrates deeply into 15 other counties in North Carolina and five in South Carolina.

Heart Of The Rich Charlotte Market, Viewed From The Air

Five-Point Merchandising Plan Clicks With Advertisers

Station WSOC offers its advertisers strong promotion and merchandising help in *five* effective ways. The station undertakes a consistent schedule of local newspaper advertising to call attention to its important line-up of daily programs, and to supplement program listings in both of Charlotte's daily papers. WSOC also employs local display space for the promotion of its programs, as well as cooperation to the fullest in assisting advertisers with their own promotional display activities.

Outdoor Display

An outdoor display case is maintained by WSOC for the purpose of promoting its programs to motorists. More than 14,000 vehicles daily pass this strategically located outdoor display. In direct mail, the Charlotte station sends regular monthly newsletters to the retail trade throughout its coverage area. Besides this, WSOC will provide additional special mailings to merchandise announcements and program time purchased by its sponsors. Courtesy announcements, product interviews and general merchandising via audience participation shows are all available to WSOC advertisers. No charge is made for any of these varied merchandising and promotion services.

WSOC Gives Bonus

A survey, compiled in May 1949 by Ernst & Ernst, New York City public accountants, revealed that some 38,780 FM receivers are today operating in the WSOC-FM coverage area. These FM homes are delivered to the WSOC advertisers as a bonus over and above the radio home figures shown by BMB Study No. 2, and represent only families where FM sets are regularly in use.

Executives At Work . . .

The firm of H-R Representatives, Inc., is a fast-growing sales organization with New York, Chicago and San Francisco offices. Additional offices are being opened within the next few weeks in Los Angeles and Atlanta. Executive officers include Frank Headley, president and treasurer; Dwight Reed, executive vice president; and Paul R. Weeks, vice president. Frank Pellegrin is vice president and secretary in the New York office; Carlin French is vice president in the firm's Chicago office.

The slogan of H-R Representatives, Inc., is "Executives at Work," declares President Headley, who points out that all five of the company's owners are active salesmen, backed up by a competent group of other radio sales specialists. "While this arrangement may not be completely new to radio representation," Headley said, "we believe that ours is the largest and most aggressive firm of owner-salesmen in the field. We believe that, with such a central policy, we have begun to build one of the hardest selling companies of its kind in the nation.

Rich Charlotte Market To Be Sold Across Country By H-R Representatives

Effective February 2, WSOC, the 17-year old NBC affiliate in the fast-growing Charlotte, N. C. market, will be represented nationally by H-R Representatives, Inc. Executives of both organizations have expressed great enthusiasm over this new association which will help carry the impressive WSOC - Charlotte story to timebuyers and radio advertisers from coast to coast.

Tremendous Growth

According to Dun & Bradstreet's "Ten Years' Growth" chart released last November and covering 100 major city markets of the United States, Charlotte is 16th in percentage of increased retail sales during the period of 1939 to 1949. The WSOC city market went up 240.8%! No single factor, but instead a well diversified and balanced growth contributed to this startling increase. At the end of the 10-year period, effective buying power per family had reached $6,822. Today, Mecklenburg County (in which Charlotte is located) has become one of the *five fastest growing counties* in America.

Latest facts on the WSOC-Charlotte market BMB figures, Hooperatings, and other useful information about WSOC will be available at all times through H-R Representatives, Inc.

Al Rogers? Why, everybody within tuning radius of **WMPS!** Those who can't push through the crowds that storm **WMPS'** Auditorium Studio each day to see the handsome "Folk Balladier" keep their radios set at **68** for the **High Noon Roundup** on which he stars.

Al Rogers sings hillbilly-western in a smooth balladier style which won acclaim on the Grand Ole Opry, CBS' Plantation Party and NBC's Southern Shindig, and also caught the fancy of MGM Recordings. Among his top MGM platters, "It Wouldn't Be The Same Without You" was spotted by Billboard as the hit tune for a record of three consecutive weeks.

In addition to his spot on the **High Noon Roundup,** Rogers does a Western disc jockey show daily from 3:05 to 4:00 p.m., that is sweeping the Mid-South into a Western spin that parallels the revival of the Square dance!

FOR PARTICIPATION DETAILS

Contact

RADIO REPRESENTATIVES, INC.

WMPS

68 ON YOUR RADIO

Memphis, Tennessee

AMERICAN BROADCASTING COMPANY

agency

DANCER-FITZGERALD-SAMPLE, N. Y., appoints three new vice presidents in recognition of long records of service and accomplishment. They are: **ROBERT R. ETIENNE,** with agency since 1938; **DEXTER E. GLUNZ,** associated with D-F-S since 1945, and **WILLIAM A. IRWIN,** who has been associated with the firm since 1942.

Mr. Etienne

Mr. Glunz

Mr. Irwin

ROBERT WEST, head of art department Sullivan, Stauffer, Colwell & Bayles, N. Y., elected vice president. Has been with firm since 1946, shortly after it was founded.

JOSEPH LEOPOLD, vice president, director and copy chief Federal

on all accounts

THE DISTINCTION of appearing in the only flop George M. Cohan ever suffered wasn't exactly what drove Bob Light to seek refuge in radio and subsequently television.

The present radio and television director of Abbott Kimball Co. of Calif., Los Angeles, had already been in radio off and on for eight years before "Fulton of Oak Falls" fell on Broadway in 1937.

In fact a total of about 21 Light years can be ascribed to various phases of radio activity. He has written, acted and produced radio plays as well as taught in all three fields. In television, too, Bob has been a pioneer. In 1938 when NBC was carefully allotting $1 million a year experimenting in television, he appeared in the network's first half-hour (TV) show.

BOB

Between times he has appeared in various Broadway shows —some of them successes—fulfilled a Warner Bros. motion picture contract, helped win the second war to end wars on the side of the U. S. Signal Corps and Armed Forces Radio Service, and, not ignoring the personal side, acquired a wife.

Going still further back, to a year he prefers to have unlisted, he was born Robert Merwin Light in Denver, Colo. Following high school graduation there he attended for two months Hamilton Institute, New York, an offshoot of the Theater Guild school. In 1928 he made his first entrance into the dramatic field carrying a spear in "Marco Millions."

The next year he entered both the radio and motion picture fields, the former as freelance actor and announcer; the latter appearing in Warner Bros short subjects.

Continuing along both paths, he was rewarded in 1934 with a year's contract by Warner Bros. which took him to Hollywood where he appeared in several feature movies. During the next few years he continued freelance radiq and television writing in both New York and Hollywood.

In 1942 he was handed another career, one with the Army Signal Corps as a private. He emerged in 1946 as Lt. Col. Light in AFRS, where he was transferred in 1943, having subsequently served as public relations officer in Services of Supply, in England, acting officer in charge of AFRS European Theatre Branch, and ultimately as

(Continued on page 75)

beat

Adv., N. Y., to Sullivan, Stauffer, Colwell & Bayles, N. Y., as vice president in charge of copy.

CARELLA ALDEN, theatrical director and producer, to Anderson & Cairns, N. Y., as production assistant to VICTOR SEYDEL, director of radio and TV. She will work on New Edgewood Shoe Co.'s *Going Places with Betty Betz* on ABC-TV.

RALPH SADLER, vice president and copy chief John Mather Lupton Co., N. Y., appointed director of agency. He has been with firm five years.

BRICE METCALFE appointed copy director Strauchen & McKim Adv., Cincinnati. Was with Foote, Cone & Belding, Chicago, and General Electric Supply Corp., N. Y.

W. H. LONG Co., York, Pa., to move to larger quarters at 28 N. Queen St., York, effective Jan. 29.

GRAY & ROGERS Adv., Philadelphia announces appointment of five new partners. Those appointed: SAMUEL CHEW, new business director; WILLIAM B. EDWARDS Jr. and ATHERTON SEELEY, contract department; WILLIAM S. HARVEY, copy department, and EDMOND G. THOMAS, head of agency's special department handling pharmaceutical accounts.

Mr. Thomas Mr. Chew Mr. Edwards Mr. Harvey Mr. Seeley

DAVID B. ROGERS to Henri, Hurst & McDonald, Chicago, as assistant to radio-TV director, SCOTTY KECK. Mr. Rogers was with RCA Thesaurus in Chicago.

WILLIAM C. BRENNAN, contact and copy department William Esty Co., N. Y. to Lennen & Mitchell Inc., N. Y., as copywriter.

RICHARD D. WARD to Cox Adv. Agency, Columbus, S. C. Was with WMSC same city as sales representative. LILLIAN LAAKSO OVERTON, promotion department CBS, to agency as art director.

A. W. LEWIN CO. and WILLIAMS & SAYLOR, N. Y. agencies, consolidate as LEWIN, WILLIAMS & SAYLOR. Merged staffs will be located at 40 E. 49th St. RALPH W. WILLIAMS is chairman of board and A. W. LEWIN, president. Other officers include SIDNEY MATTHEW E. WEISS, executive vice president and treasurer, and MAX GREEN, ALTER T. POLLOCK, RICHARD N. GULICK, DONALD N. WATERBURY, LESLIE M. KAY and LEONARD NEWSTEDER, corporate vice presidents. ROBERT BRENNER is radio-TV director. Agency will operate branch in Newark.

Mr. Lewin Mr. Williams Mr. Weiss

KAY HERVEY account executive Public Relations Research Service Inc., Pittsburgh, to Wasser, Kay & Phillips, same city; ANTHONY MANTIA, Package Programs Inc., Pittsburgh, to agency's TV department; ROY E. PHEBUS, advertising manager W. W. Lawrence & Co., Pittsburgh, to firm as account executive.

PAT BROUWER to Young & Rubicam, Chicago, as timebuyer, working with Chief Timebuyer MARION REUTER, from radio and TV department Grant Advertising, same city. Miss Brouwer replaces MARGARET ALGAR, who is to be married Jan. 20 to Richard Hill.

Breakfast at the Lenox
=
Biggest Audience in Buffalo
How To Make Your Sales Curve
POP-UP!
Whatever you're selling, you'll do a terrific job on Breakfast at the Lenox. More than 40,000 housewives have attended in person—augmenting the vast audience at home. Sold in 10 minute segments, this daily audience show is available two, three or five times weekly. Check with Petry for details on this low-cost, big-audience show!
"BREAKFAST AT THE LENOX" HAS THE LARGEST LISTENING AUDIENCE IN BUFFALO
9:15 TO 10AM
WBEN
NBC BASIC — BUFFALO

An acknowledgment of appreciation
to all time buyers and sponsors who
have helped make 1950 the greatest
year in KGNC's history.
kgnc
710 KC 10,000 WATTS
AMARILLO TEXAS

new business

KELLOGG Co., Battle Creek, Mich., launches 1951 All-Bran campaign with a heavy spot schedule to promote use of All-Bran muffins with jams, jellies and other spreads. Spots will be used on 98 radio stations starting in mid-January. Agency: Kenyon & Eckhardt, N. Y.

WAVERLY FABRICS DIVISION, F. SCHUMACHER & CO., N. Y., plans to use women's participation radio programs in 19 cities covering major markets from coast-to-coast, starting Feb. 12. Contracts are for eight weeks. Agency: Lawrence Boles Hicks Inc., N. Y.

LEIGH FOODS Inc. (Flamingo Frozen Orange Juice & Grape Juice) launched first television spot announcement campaign Jan. 8 in N. Y., Philadelphia and Atlanta. Radio advertising instituted in fall of 1950 to be continued with additional spots and participations planned. Business was placed direct.

HYGRADE FOOD PRODUCTS Corp., Detroit, appoints Brooke, Smith, French & Dorrance, Detroit, to direct advertising. Agency will complete plans on program for local area, then expand it to other markets.

CHUNK-E-NUT PRODUCTS Co. (peanut butter and other nut specialties), Philadelphia, names C. J. LaRoche & Co., N. Y., to handle advertising. Firm is currently using TV spots and participations on three Philadelphia stations: WPEN-TV, WCAU-TV. and WPTZ-TV.

GOSHEN LABS., Goshen, N. Y., manufacturer and wholesaler of veterinary medicines, appoints Gray & Rogers, Philadelphia, advertising agency.

DR. HISS SHOE STORES, L.A., Jan. 7 resumes sponsorship of half-hour weekly *Flying Feet* on five ABC Calif. stations Sun. 8:30-9 a.m. (PST). (KECA Los Angeles, KFMB San Diego, KITO San Bernardino, KPMC Bakersfield, KMOD Modesto.) Contract for 52 weeks. Agency: Hal Stebbins Inc., L. A.

GOLDEN WEST PRODUCTS Co., L. A., appoints Brisacher, Wheeler & Staff, L. A., to handle all advertising for firm's line of preserves, jellies, marmalade and sweet pickled fruits.

Network Accounts . . .

KAISER FRAZER SALES Corp. and THE AMERICAN FEDERATION OF LABOR have renewed *Washington Report* (Mon.-Wed.-Fri., quarter-hour news program) and *Frank Edwards* (Mon.-Fri. 15 min. commentary) respectively over the full Liberal-Labor Network. Network consists of WFDR New York, WCFM Washington, WVUN Chattanooga, KFMV Los Angeles, WDET Detroit, and WCUO Cleveland, all FM stations. Agency for Kaiser Frazer is William Weintraub, N. Y.; A. F. of L. was renewed through Furman-Feiner Adv., N. Y.

FRANCIS H. LEGGETT & CO., N. Y. (Premier foods), renews *Johnny Olsen's Rumpus Room*, Mon.-Fri., 12:30-1 p.m. on WABD (TV) New York and eastern DuMont network leg, 52 weeks. Agency: Peck Adv. Agency, N. Y.

STERLING DRUG renews *Okay Mother* with Dennis James, Mon.-Fri. 1-1:30 p.m., on eastern DuMont network. Agency: Dancer-Fitzgerald-Sample, N. Y.

SWIFT & CO., Chicago (Peter Pan Peanut Butter), sponsoring *The Magic Slate*, children's stories over NBC-TV Sun., 5:30-6 p.m., beginning Jan. 21. Program will alternate with *Watch the World*, currently being heard at that time.

DOUBLEDAY & CO. sponsoring commentator Edwin C. Hill on NBC, Sun., 11:15-11:30 a.m. Contract for 13 weeks. Agency: Huber-Hoge & Sons, N. Y.

U. S. ARMY and U. S. AIR FORCE sponsoring new music show, *Ralph Flannagan's Band*, which will originate from Army camps throughout the country, over ABC, Mon. 10-10:30 p.m., beginning Jan. 22. Agency: Grant Adv., N. Y.

B. T. BABBITT Co. (for Bab-O and Glim), sponsoring five five-minute

(Continued on page 75)

5000 WATTS

1320 KC

KELO

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

NBC AFFILIATE

A MARKET STUDY FOR SLIDE-RULES IN SIOUX FALLS (MINNEHAHA COUNTY)*

- √ 17% OF RETAIL SALES IN S. DAK.
- √ 16% OF TOTAL INCOME IN S. DAK.
- √ 30% OF TAXABLE PAYROLLS IN S. DAK.

THE ONE STATION THAT DOES THE JOB IN SIOUX FALLS-AND-THE COMMUNITIES OF MINNEHAHA COUNTY

*THE ONLY COUNTY IN NORTH AND SOUTH DAKOTA WITH RETAIL TRADE IN EXCESS OF ONE HUNDRED MILLION DOLLARS PER YEAR. (SALES MANAGEMENT)

IN KELO .5 MV. AREA

- √ 48% OF RETAIL SALES IN S. DAK.
- √ 8% OF RETAIL SALES IN IOWA
- √ 5% OF RETAIL SALES IN MINNESOTA
- √ 3% OF RETAIL SALES IN NEBRASKA

THE ONE STATION THAT DOES THE JOB IN THE RICH SIOUX FALLS MARKET

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO.

This Eye-Opening

EXCLUSIVE NATIONAL REPRESENTATIVES

EAST, SOUTHEAST

Boston-Springfield	WBZ-WBZA
Buffalo	WGR
New York	WMCA
Philadelphia	KYW
Pittsburgh	KDKA
Syracuse	WFBL
Charleston, S. C.	WCSC
Columbia, S. C.	WIS
Norfolk	WGH
Raleigh	WPTF
Roanoke	WDBJ

MIDWEST, SOUTHWEST

Des Moines	WHO
Davenport	WOC
Decatur	WDZ
Duluth-Superior	WDSM
Fargo	WDAY
Fort Wayne	WOWO
Indianapolis	WISH
Kansas City	KMBC-KFRM
Louisville	WAVE
Minneapolis-St. Paul	WTCN
Omaha	KFAB
Peoria	WMBD
St. Louis	KSD
Beaumont	KFDM
Brownsville	KVAL
Corpus Christi	KRIS
Ft. Worth-Dallas	WBAP
Houston	KXYZ
San Antonio	KTSA

MOUNTAIN AND WEST

Albuquerque	KOB
Boise	KDSH
Denver	KVOD
Honolulu-Hilo	KGMB-KHBC
Portland, Ore.	KEX
Seattle	KIRO

...y Study Will Give You NEWS IDEAS!

Seven-Market Audience Survey, Made by Pulse, Inc. for Free & Peters, Proves Amazing Facts on Radio News

If you are now using radio news programs, this authoritative study will convince you how *right* you are!

If you have never used radio news, it will open your eyes to the spectacular possibilities of this *proven* medium.

> The Pulse Survey was made in *seven* representative markets — in both urban and surrounding communities of each—in markets with and without television outlets. It *proves* that radio is the *top* news source — that TV-receiver ownership does not materially reduce radio news listening—that radio news has unusually high sponsor identification — that radio news *does sell merchandise.*

Write or telephone us now for your copy of "Radio News is Bigger Than You Think". You'll agree that by producing this study, Free & Peters has rendered a very distinct service to you and to the radio advertising industry as a whole.

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since 1932

NEW YORK CHICAGO

ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

OVER 1,000,000 PER DAY

WRC audience surveys mean something more than passive listeners. Daily and Sunday "circulation" is also measured in terms of results over the counter for advertisers.

Morning, noon and night, Washington area people tune to the continuing editions of WRC-NBC. Combined total listening goes well over nine digits . . . a tremendous audience for your commercial message.

The entire WRC schedule represents a range of programming to fit any sales requirement.

feature of the week

Sgt. Jennings receives award from (l to r) Announcer Mel Linkous, Mr. Schneider and "Jug" Culley.

PUBLIC service and commercial sponsorship often go together. WSLS Roanoke, Va., and Sponsor LeRoy Schneider have proved that.

A policeman was shot in the back in Roanoke several years ago after a thief he had apprehended managed to get his police revolver away from him in a scuffle. The policeman, Sgt. Joe Jennings, has been paralyzed from the waist down from that time on, confined to Lewis Gale Hospital in Roanoke.

Roanoke remembered him when the Police Dept., WSLS and the *Roanoke Times-World News* named him the first "Cop of the Year," last month.

Each month, a "Cop of the Month" has been chosen from Roanoke's force for service beyond the call of duty. This award was instigated by the SOC (Serve Our Community) Club, a Roanoke boys' club started by LeRoy Schneider, owner of Schneider Oil Co., Roanoke Sunoco distributor and sponsor of *Devoted to Sports*, a fifteen-minute weekday program on WSLS.

When the "Cop of the Month" is

(Continued on page 16)

strictly business

WHAT makes for "acceptance" of a man by the industry is exemplified by George H. Frey, NBC director of TV sales and newly elected vice president, as much as by anyone in the business. Yet if young men aspiring to follow him should take such a statement literally, a look at him might give them pause.

Mr. FREY

For one thing, not many men 44 years old are as slender and fit, or as direct in a friendly way, as he is. Nor are they amateur golf champions (in playing trim). Nor have they started with only a high school and night school education and moved up persistently for 26 years in the same company. Nor have they served as one of the midwives at the birth of an industry, and then helped to rear it.

Mr. Frey has done all these things, and is as described. In fact, after five minutes with him, it is

(Continued on page 16)

Sales

ARE WAITING FOR YOU ON THE BUSY FLORIDA WEST COAST WHERE ANOTHER BIG WINTER SEASON IS IN FULL SWING.

Spots

YOU BUY ON

WFLA

GIVE YOU SOLID COVERAGE OF THE BIG TAMPA-ST. PETERSBURG MARKET, ITS RICH TRADE AREA, AND POPULAR RESORT COMMUNITIES.

Tampa Tribune Stations

WFLA AM FM

NBC affiliate

NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.
SOUTHEASTERN REPRESENTATIVE
HARRY E. CUMMINGS
JACKSONVILLE, FLORIDA

WGN reaches 37 cities with more than 50,000 population . . .*

WGN reaches 62 cities with populations between 15,000 and 50,000 . . .*

WGN reaches more homes one or more times a week than any other Chicago station*

. . . Obviously, your best buy in Chicago is **WGN**

*1949 BMB

A Clear Channel Station . . . Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

Strictly Business

(Continued from page 14)

doubtful if even Mr. Scrooge would mumble, "humbug." His informality and down-to-earthness seem habitual.

Born Nov. 8, 1906, at Fort Lee, N. J., he was one of nine children, a fact which made it pretty hard for his father, a tinsmith, to provide much more than necessities. Graduating from high school in Roselle Park, N. J., he became a bookkeeper for Parker Robinson Co., a small New York bond house. A friend in the engineering department of WEAF New York (then owned by AT&T) advised him against a Wall Street career and said, in effect: "Come over here."

Eighteen-year-old Mr. Frey did "come over," taking a stock clerk job and attending engineering courses nights at RCA and Columbia U. Later he was assigned to the engineering duty of looking after home radio sets belonging to top AT&T officials. These duties continued after RCA bought WEAF (now WNBC) in 1926 and came to extend to the radio set of Merlin H. Aylesworth, then president of the newly-formed NBC.

In 1929, Mr. Frey was invited to shift to the sales department as junior salesman, and there he started up the ladder: Salesman in 1933, network salesman in 1938, sales service manager in 1940, eastern sales manager in 1946, and director of network sales in 1947. In 1949, when NBC-TV sales split off from radio sales, he chose to become TV sales director.

Easier Selling

Television in its present infancy is much easier to sell than was radio at the same stage, Mr. Frey believes. "Back in the '20s, we were selling blue sky. Advertisers didn't know what they were getting. Now, TV salesmen are backed up by research, and sponsors know roughly what they can count on.

"In fact," he continues, "I don't know of any other media that can be more predictable for an advertiser than television. Many TV programs are predictable and steady in their appeal, week after week. The advertiser can have a pretty good idea of what he's getting for his money, both in terms of audience and results.

"The advertiser's problems sooner or later become our problems," he points out. "Rising costs are a factor now, but many of our research studies indicate that in increasing sales, TV actually creates new wealth. As more sales are created, more production is required. As more production is required, more money goes into payrolls. As payrolls increase, purchasing power and sales increase. And increased sales warrant greater advertising expenditures. Fantastic as it might seem television could — under normal economic conditions—literally lift the economy of the country up by its bootstraps. As a matter of fact, it almost has to do that to justify its existence."

Mr. Frey married Ellen Faint in September 1929. They have a son, Robert, 20, who is at Princeton, and a daughter, Sara Ellen, 14. "The nerve of youngsters these days," Mr. Frey says admiringly of his daughter. "When I was in a big meeting the other day, she came up and asked to see me; and then when she was inside, insisted on meeting everyone." The axiom suggested by such confident friendliness is "like father, like daughter."

Listing Boycott Broken

BREAKING a 20-year policy of not publishing radio logs free, *The Terre Haute Tribune Star* Sunday, Jan. 7, devoted free space to radio logs. The paper listed the program schedules of WBOW and WTHI both of Terre Haute.

Feature

(Continued from page 14)

chosen each month, he is interviewed on *Devoted to Sports*, conducted by Jennings "Jug" Culley, and presented with a savings bond. His story and picture also are run in the *Times-World News*, and WSLS posts three large outdoor boards around the city with the current "Cop's" picture displayed.

After the December "Cop of the Month" was chosen, Mr. Schneider decided it would be a good gesture to award a "Cop of the Year" citation. And thus, after much consideration, the Roanoke Police Dept. asked that the honor be awarded to Sgt. Jennings, who performed his service "beyond the call of duty" many years before the award was thought of, but who was still paying for it.

Award Is Surprise

A radio program was written around Sgt. Jenning's activities at the time he was wounded and presented on the Dec. 21 *Devoted to Sports* remote broadcast from Lewis Gale Hospital. All "Cops of the Month" and the chief of police as well as friends and neighbors of the sergeant, were present for the show. Completely surprised by the award and the broadcast proceedings, Sgt. Jennings cheerfully greeted his friends and listened to the WSLS salute which was followed by a presentation of several gifts from the sponsor.

WSLS and a public-spirited sponsor helped to remind their city of the debt it owes to men who risk their safety for the public welfare. This is a public-service feature which might well be copied

Dig in for Increased Sales with WIBW

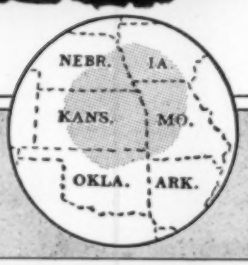
This is the time of year when Kansas farmers are using power-driven post hole diggers like these to strengthen their fences and protect their 1951 profits.

Strengthen *your* sales fences in this rich agricultural market by hiring WIBW to tell the 1,515,728 Kansas farm folks about your products or services.

You'll be digging *extra* deep into this ready-to-buy market because for 14 years, impartial door to door surveys* show WIBW consistently *first in listening preference* among the people of Kansas. This means that you're hiring the strongest single selling force in Kansas.

*Kansas Radio Audience 1937-50

W I B W



SERVING AND SELLING
"THE MAGIC CIRCLE"
WIBW · TOPEKA, KANSAS · WIBW-FM

C B S

GET A FORMULA

Stick to it!

Success in spot radio is simple...

if you ***get a formula*** and ***stick to it!***

These advertisers chose *local newscasts* for their formula. They are among the nation's most successful advertisers. They recognize that, of all media, radio alone gives people news up-to-the minute. They realize that every important news story of the past quarter-century has broken *first* on radio. They know people seek out local newscasts and patronize advertisers who make this important service available to them. They have found a formula ... and they have *stuck to it*. How long?

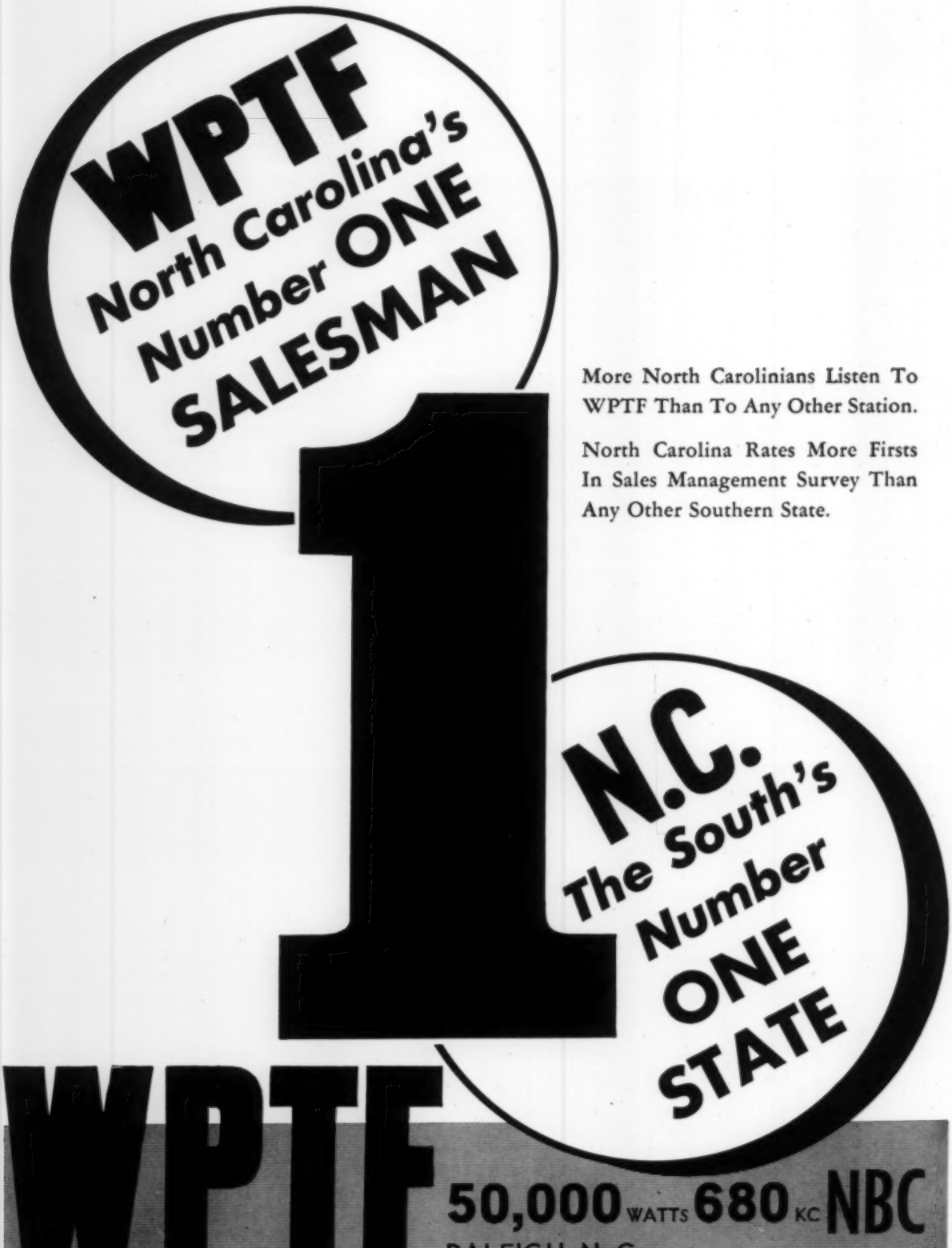
Esso Standard Oil Co.	**15 years**
Peter Paul	**13 years**
Studebaker	**12 years**
Mennen Co.	**7 years**
Mueller Macaroni	**7 years**
Standard Oil Co. of Ohio	**7 years**
Standard Oil Co. of Indiana	**6 years**
Metropolitan Life Insurance Co.	**4 years**
Shell Oil Co.	**4 years**

Local radio newscasts represent one of the best formulas you can choose for your client. You'll find choice news periods available on all of the nation's leading radio stations listed below. Why not call in your NBC Spot Salesman and start your client on the road to spot radio success? Why not select local newscasts as *your formula?*

NBC SPOT SALES

NEW YORK CHICAGO CLEVELAND HOLLYWOOD SAN FRANCISCO

WNBC	New York
WMAQ	Chicago
WTAM	Cleveland
WRC	Washington
KNBC	San Francisco
KOA	Denver
WGY	Schenectady—Albany—Troy


WPTF
North Carolina's
Number ONE
SALESMAN
More North Carolinians Listen To WPTF Than To Any Other Station.
North Carolina Rates More Firsts In Sales Management Survey Than Any Other Southern State.
1
N.C.
The South's
Number
ONE
STATE
WPTF
50,000 WATTS 680 KC NBC
RALEIGH, N. C.
AFFILIATE
★ also WPTF-FM ★
FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

BROADCASTING
TELECASTING

Vol. 40, No. 3 WASHINGTON, D. C., JANUARY 15, 1951 $7.00 A YEAR—25c A COPY

SALES UPSURGE

Reported by Major Networks

AN UPSURGE of new business on the four major radio networks in recent weeks has accounted for sales of 15 hours and 35 minutes per week of regular schedules as well as 10¼ hours of short-term "saturation" campaigns in January and early February.

These figures do not reflect the addition of three sponsors to NBC's "Operation Tandem," the array of five programs per week in which a number of advertisers buy participation.

Nor do they include the numerous renewals of existing schedules that have been recorded in the past few weeks.

The spurt in new business created a new air of optimism among the radio networks, which toward the end of 1950 were not in a particularly rosy frame of mind. Except for CBS, which increased its gross radio billings, the major networks suffered declines in 1950 below the levels of 1949.

It also seemed to contradict a belief existing in some quarters a month ago that advertisers intended to ignore network radio as long as present rates prevailed.

Proof of Radio Power

In announcing nine new sales, John K. Herbert, vice president and general sales manager of NBC's radio network, said the increase in business was "concrete proof that alert advertisers are cognizant of radio's unequalled circulation during changing conditions as well as normal times.

"The importance of staking out a franchise on radio time is clear to them," Mr. Herbert said, "and I'm sure that radio's effectiveness today will draw even more advertisers than ever before."

A survey of spot radio business activity by BROADCASTING • TELECASTING last week showed that advertisers were active in that element of the industry, too. Station representatives reported spring spot campaigns were emerging from the planning stage and sales were at a high level.

It generally was agreed that unless an unforeseen slackening of sales in both network and spot radio developed, the question of radio rate cuts was destined to lie dormant.

Seven news programs were included in the recent network sales, including a record-setting schedule of five five-minute newscasts, five days a week bought by B. T. Babbitt Inc. on Mutual.

The sponsor interest in news programs was considered a natural consequence of the growing public interest in such shows since the outbreak of the Korean War. As long as the international crisis continues unabated, network executives believed, news programs are bound to hold large audiences.

By networks the new time sales within the past month were:

ABC: Mars Inc. (candy) through Leo Burnett, Chicago—*Inner Sanctum*, Monday, 8-8:30 p.m.; *Can You Top This*, Tuesday, 8-8:30 p.m., and *Bob Barclay, American Agent*, Wednesday, 8-8:30 p.m.; Buick Division of General Motors Corp., through Kudner Agency—six half-hour network programs in January; U. S. Army and Air Force, through Grant Adv.—*Ralph Flannagan's Band*, Monday, 10-10:30 p.m.

CBS: Bymart Inc. (Tintair), through Cecil & Presbrey—*Somerset Maugham Show*, Saturdays, 11:30 a.m.-12 noon; Campana Sales Corp., through Wallace-Ferry-Hanley—*Bill Shadel and the News*,

(Continued on page 77)

Capsule of Latest Major Network Contracts

ABC

MARS Inc., three weekly half-hours; Buick Div. of General Motors, six half-hours in January; U. S. Army and Air Force, weekly half-hour.

CBS

Bymart Inc. (Tintair), weekly half-hour; Campana Sales Corp., weekly five-minute newscast; Chamberlain Lotion, weekly five-minute newscast; Ferry-Morse Seed Co., weekly quarter-hour; General Foods, weekly 45-minutes and five-a-week five minutes; Sterling Drug, weekly quarter-hour; Colgate-Palmolive-Peet, five-a-week quarter-hour; Sonotone Corp., weekly quarter-hour; Wildroot, weekly half-hour; Plymouth Div. of Chrysler Corp., three half-hours in January; Chrysler Div. of Chrysler Corp., three half-hours in January.

MBS

P. Lorillard (Old Gold), five-a-week quarter hour; Kraft Foods, twice-a-week quarter-hour and twice-a-week five-minute; U. S. Army, weekly half-hour; Brewing Corp. of America, weekly quarter-hour; Kellogg Co., three-a-week five minutes and three a-week 25-minutes; Pearson Pharmacal Co., weekly quarter-hour; B. T. Babbitt, five-minutes, five times a day, five times a week; Hadacol, half-hour one-shot; Benjamin Moore Paint Co., weekly quarter-hour; Dictograph Products Inc., 3¾ hours in January-February.

NBC

Pepsi-Cola, weekly 25-minutes; Liggett & Myers, Operation Tandem (spot sponsorship of five-nights-a-week programs); U. S. Army and Air Force, Operation Tandem; Buick Div. of General Motors, Operation Tandem for one week; American Trucking Assn., weekly half-hour; Mutual Benefit Health and Accident Assn., weekly quarter-hour; Doubleday & Co., weekly quarter-hour; Norwich Pharmacal Co., weekly five-minutes; TWA - Trans-World - Airlines, weekly half-hour; E. R. Squibb, weekly hour.

NOT 5, BUT 7½ PERCENTER

Shows Up

By DAVID BERLYN

THE HIGH cost of living and of government has affected even the so-called Washington "five percenter," who is upping his ante to 7½%.

On unimpeachable authority, BROADCASTING • TELECASTING has learned of a "seven and a half percenter," who has been doing some side-stepping in the electronics equipment field. Obviously, identities can not be revealed. But the story, as recreated by those immediately involved, is of paramount importance to electronics and other manufacturers who seek government contracts.

It started in a northeast section of the U. S. where an electronics equipment manufacturer, who has been doing business for nearly 30 years, submitted a bid for a U. S. Navy contract. Within the past fortnight, the firm sent a representative to Washington to be present at the opening of bids submitted.

At that time, he learned his company's bid was the lowest submitted. However, a "Mr. X," as we shall refer to him, informed the representative that another firm, located in a large city, had a bid, appropriately sealed, in the mails. "Mr. X" claimed it was lower than that of the electronics equipment firm.

'Deal' Outlined

But, "Mr. X" declared, the large city firm's contract could be "retracted" if the original low bidder would acquiesce to give him "seven and one-half percent of the contract price" and appoint him and his associate, located in New York, as "agents" for the firm. "Mr. X's" brief included offers of (1) arranging the contract so that a higher price could be asked from the government and (2) obtaining advance information on contracts to be offered in the future.

The manufacturer's representative lifted eyebrows at the mention of "retracting" a bid to be submitted to the government for a contract. He contacted his home office and got an indignant reaction with the orders that all the firm wanted was to keep the contract, not play with it or any self-styled agent.

Meanwhile, the firm did some checking of its own. It found (1) the "percenter," who showed credentials placing him as an agent for certain other firms both now and during World War II, actually did have some apparent "contacts," and (2) the firm alleged to have a lower bid, and whose bid would be withdrawn, actually was asking a figure three times that of the man-

(Continued on page 81)

NEW TWA SHOW

Announce 'Blandings' Plans

PROGRAM *Mr. and Mrs. Blandings*, first coast-to-coast network show sponsored by a major airline, TWA, begins Sunday, Jan. 21, at 5:30 p.m. [BROADCASTING • TELECASTING, Dec. 25, 1950]. Stars are to be Cary Grant and his wife, Betsy Drake.

"As the first airline to offer a nationwide radio program, TWA is happy to join Mr. Grant, an established and popular star of motion pictures, in his regular show," said Ralph S. Damon, president of TWA. *Mr. and Mrs. Blandings* is based on the characters created by Eric Hodgins in his best-selling books, *Mr. Blandings Builds His Dream House* and *Blandings' Way*.

TWA announced that, though the show will follow the spirit of the Hodgins books, it will be originally created for the radio performances, relating the frustrations of the Blandings as they try to settle into their dream house in the country. The program will originate from NBC's Hollywood Radio City, with Don Sharpe as producer, Nat Wolfe as director and Homer Canfield as supervisor of the series. It is understood that the show carries a half-million dollar budget. Agency is BBDO, New York.

PARX CAMPAIGN

Started for New Product

NATIONAL advertising campaign in miniature was started Sunday in Washington by Parx Products Corp., New York and Washington, headed by Herbert L. Pettey, Loew's Inc. consultant and broadcaster. The test campaign will provide the basis for extended advertising.

The product is a vinyl plastic finger-nail cover with adhesive backing. It may be placed on nails quickly and used repeatedly.

Opening campaign, with budget of $6,000 for four weeks, includes TV and radio participating announcements, transit and newspapers, with the radio-TV segment well over half the total. Agency is Henry J. Kaufman & Associates, Washington.

FTC CASES

Three Hearings Held

HEARINGS on three cases—one involving a television correspondence school, the other two dealing with firms which have advertised on radio—were held by the Federal Trade Commission last week on different fronts.

Three sessions involved:

American Television Labs., Chicago (in Washington, D. C., Wednesday), charged with misrepresentation of correspondence courses in radio and television; Beltone Hearing Aid Co., Chicago (in Chicago, Tuesday), alleged unlawful use of exclusive-dealing contracts in sale of hearing aid instruments, parts and accessories; and Dolcin Corp., New York (in New York, Tuesday), charged with false and misleading advertising of Dolcin, a medicinal preparation.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Well maybe it isn't ethical, boss, but it is the fastest way to get the news!"

NBC MERGER

Cassidy Heads Unit

NBC has merged its radio Division of Public Affairs and Education with its radio News and Special Events Department under the direction of Henry Cassidy, director of radio news and special events.

Mr. Cassidy will be assisted by Edward Stanley, writer and novelist, who recently joined NBC as manager of public affairs and education, and Joseph O. Meyers, manager of news operations.

Charles R. Denny, NBC executive vice president, said the merger was made to give public affairs broadcasts "the same active and sensitive handling and sense of immediacy which have characterized the network's news broadcasts."

WWPF Joins Liberty

AFFILIATION with Liberty Broadcasting System has been announced by WWPF-AM-FM Palatka, Fla. Licensee is Palatka Broadcasting Co., owned by J. E. Massey and L. C. McCall, who also is general manager.

B&B ELECTS

Three New VP's

CASPER H. BILLIPP, Edward Mead and Richard D. Wylly were elected vice presidents of Benton & Bowles, New York.

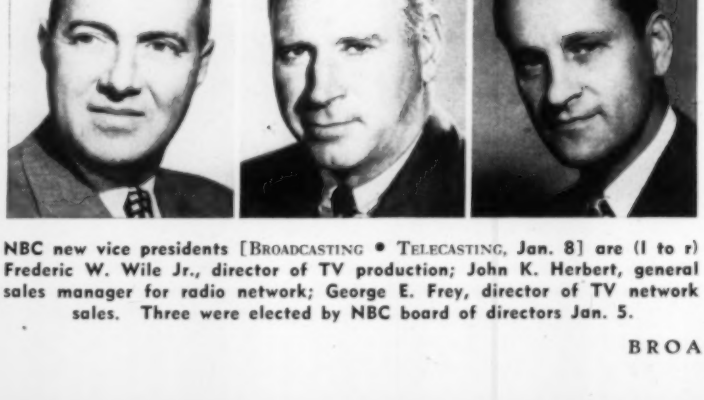
Mr. Billipp, copywriter for the agency since 1944, also becomes copy supervisor; Mr. Mead becomes head of the TV commercial department, and M. J. Wylly, who joined the agency last October as copy group head, becomes copy supervisor.

KRVN APPOINTS

Taylor Co. Representative

KRVN, new outlet in Lexington, Neb. has appointed O. L. Taylor Co. as its representative. Station goes on the air Jan. 20 with 25 kw daytime on 1010 kc. directional.

KRVN is owned by the Nebraska Rural Radio Assn., comprised of 3,800 farm families and 255 farm organizations. The latter range in size from 25 to 15,000 membership groups. The association is incorporated as a non-profit corporation. Max Brown is general manager of the station.



NBC new vice presidents [BROADCASTING • TELECASTING, **Jan. 8**] **are (l to r) Frederic W. Wile Jr., director of TV production; John K. Herbert, general sales manager for radio network; George E. Frey, director of TV network sales. Three were elected by NBC board of directors Jan. 5.**

CONKLING NAMED

Columbia Records President

JAMES B. CONKLING has been apointed president of Columbia Records Inc. effective Feb. 1, it was announced last week by Frank Stanton, CBS president.

Edward Wallerstein, Columbia Records president and a member of the board of directors of CBS, parent firm, has resigned effective that date, Mr. Stanton stated. Mr. Wallerstein, however, will continue as consultant to CBS, he said.

Mr. Conkling has been with Capitol Records Inc. since 1944 and has been vice president of that firm in charge of repertoire. Mr. Wallerstein joined Columbia Records in 1939 and has been chief executive officer of the company since that time.

SMITH CHOSEN

For Watts' Duties

T. A. (Ted) SMITH, assistant general manager of RCA-Victor's Engineering Products Dept., has been named acting general manager to take over the duties of Walter W. Watts, department vice president, who has been named as a deputy under Maj. Gen. William H. Harrison, head of Defense Production Administration [BROADCASTING • TELECASTING, Jan. 8].

Mr. Smith

Mr. Smith will retain his title as assistant general manager while Mr. Watts is on indefinite leave of absence. His appointment as acting general manager of the department was announced by W. A. Buck, RCA-Victor Division vice president and general manager.

Up to Jan. 1 Mr. Smith had served as general sales manager of the Engineering Products Dept. He then was promoted to be assistant general manager. O. P. Hopkins, in charge of broadcast and communications sales, was made general sales manager. Barton Kreuzer, formerly in charge of theatre sound and visual sales, was named general products manager.

SALES CENSUS

Radio Stores Increase

FINAL Census of Business figures for 1948, released Saturday by the Census Bureau, Department of Commerce, reveal that radio store sales rose to $384 million in that year, 689% increase over $49 million in 1939, year of the previous Census of Business.

The number of radio stores increased from 2,911 in 1939 to 7,231 in 1948. This does not include household appliance stores which also sell radio and television sets.

Radio stores reported 14,399 paid employes for the November 15, 1948 workweek. An annual payroll of $33 million was reported.

COMMUNICATIONS READIED

'Nerve System of Defense'

THE GOVERNMENT was marshalling plans on many fronts last week to prepare radio, television, and radio communications in general—"the nerve system of civil defense"—for their roles in any emergency.

While many developments and projects were classified for national security reasons, it was known that:

● The pressure for creation of a 1951 counterpart of 1940-41's Defense Communications Board was mounting.

● President Truman's Temporary Communications Policy Board, working on a recommendation for establishment of a permanent, high-level agency, suddenly put a tight lid on information about its activities, which inevitably would coordinate with other planning affecting radio-TV broadcasting and communications.

● FCC was making plans for a meeting with industry representatives on a broad scope to discuss the role of radio-TV in national defense activities, including the part they would play in time of actual or imminent enemy attack.

● Continental Air Command and FCC were evolving a plan for radio-TV operations under enemy attack; the Broadcast Advisory Council conferred with key Washington officials, and the Defense Dept.'s plan for Presidential "control" of all electromagnetic radiations in time of stress was being prepared for re-submission to Congress (stories on pages 22, 25).

Meanwhile there was continuing circulation of reports that CBS Board Chairman William S. Paley had accepted a strategic defense mobilization assignment, probably to conduct a survey of critical metals shortages, though there was also speculation that he might enter the psychological warfare field.

Reports that FCC Chairman Wayne Coy had been offered a new defense post also gained currency —but were denied.

Chairman Coy is slated to leave shortly for an extended vacation which was recommended by his doctor several weeks ago for general fatigue.

Contributing to the increased speculation that Mr. Paley may be called into government service, at least on a short-term basis, was the fact that he visited President Truman on Thursday accompanied by National Security Resources Board Chairman Stuart Symington.

Unconfirmed reports said Secretary of State Dean Acheson also was present during the conference. Mr. Paley served as a colonel under Gen. Dwight D. Eisenhower in psychological warfare during World War II.

His selection for a metals survey, it was felt, would stem from a desire to have the project conducted by a man of recognized ability but not closely identified with the field under survey.

Accompanied by Mrs. Paley, he was seeking residential quarters in Washington late last week.

Although there has been no strong outward movement for re-establishment of a defense communications agency, largely because of the close liaison which has been maintained between FCC and the armed forces, pressures for it have begun to pile up and it appears probable that the question will go to President Truman for decision.

The Budget Bureau, which already has put the proposal on foot, has scheduled a meeting for tomorrow (Jan. 16) to discuss the subject with appropriate government agency representatives, including FCC Chairman Coy.

To consider radio-TV's role in emergencies, the FCC meanwhile has held one meeting with a limited number of industry representatives, largely engineers, and is planning another to which a much larger number — perhaps encompassing all stations—may be invited. Date for this session, it was reported, has not been set.

President Truman's Temporary Communications Policy Board, headed by former FCC Comr. Irvin Stewart, now head of the U. of West Virginia, meanwhile met for two days last week—Monday and Tuesday—in sessions presumably devoted to a great extent to plans for establishment of a permanent Telecommunications Policy Board.

The board declined to comment on its work. It has scheduled additional sessions Jan. 26-27 and Feb. 12-13, before submitting its report to President Truman on Feb. 17.

The effect which postwar changes in the military department setup might make upon the composition and organizational structure of a re-established Defense Communications Board—if one is decided upon—could not be foretold, aside from the nature of other changes which might be considered desirable.

The old Defense Communications Board was created by Executive Order on Sept. 24, 1940, and its name was changed to Board of War Communications on June 15, 1942.

It was a five-man board composed of the chairman of the FCC; the Chief Signal Officer of the Army; the director of Naval Communications; the Assistant Secretary of State in charge of the Division of International Communications, and the Assistant Secretary of the Treasury in charge of Treasury Enforcement Activities.

As FCC chairman, James Lawrence Fly headed the board, which reported findings and made recommendations to the President.

The Executive Order directed that it "shall study the physical aspects of domestic standard broadcasting and shall recommend such precautions, supplementary facilities and reallocations as it shall deem desirable under foreseeable military conditions. It shall also make plans for the speedy and efficacious use of all necessary facilities in time of military emergency."

Immediately under the board itself were four committees—Coordinating, Law, Labor Advisory, and Industry Advisory. Under the Coordinating Committee, which was headed by then Comr. E. K. Jett now radio director of the *Baltimore Sunpapers* were the International Broadcasting Coordinating Committee and 13 numbered committees; Domestic Broadcasting, International Broadcasting, Amateur Radio, Aviation Communications, Cable, Telephone, Telegraph, Radio-communciations, State & Municipal Facilities, U. S. Government Facilities, Communications Liaison for Civilian Defense, Priorities Liaison and Interdepartment Radio Advisory Committee.

Domestic Broadcasting was the concern of Committee No. 4. It was composed of 23 industry, government, and labor representatives. Its duties, as prescribed by the Board, included studies and recom-

(Continued on page 62)

RTMA PRESIDENCY

Glen McDaniel Possible

NEW president of Radio-Television Mfrs. Assn., serving on a fulltime salaried basis, is to be elected Feb. 15 when the RTMA board meets at conclusion of the manufacturers' midwinter conference at the Hotel Stevens, Chicago.

Prominently mentioned for the presidency is Glen McDaniel, RCA vice president [CLOSED CIRCUIT, Jan. 8]. It was learned that a number of leading manufacturers already had endorsed Mr. McDaniel for the post. Another candidate, according to RTMA members, is Rep. Lowell Stockman (R-Ore.).

Mr. McDaniel

The RTMA Reorganization Committee, headed by RTMA ex-president Max F. Balcom, Sylvania Electric Products, will meet during the Chicago conference to discuss names of candidates. This committee will report to the RTMA board, which will make the final selection.

Robert C. Sprague, president of Sprague Electric Co. and now serving without salary as RTMA president, is anxious to devote fulltime to his business as result of mounting defense orders. Mr. Sprague has attracted wide attention for his aggressive RTMA leadership during the difficult mobilization days. James D. Secrest, RTMA general manager and secretary, has been in active charge of the Washington headquarters operation under President Sprague.

Received Acclaim

Mr. McDaniel drew industry acclaim last autumn for his part in preparing the RTMA appearances at Congressional hearings on the Excess Profits Tax Act of 1950. He worked closely with President Sprague and General Manager Secrest during the hearings.

Though just 38, Mr. McDaniel has risen rapidly in the RCA organization. A law graduate of Columbia U. in 1936 after getting an A.B. at Southern Methodist U., he joined the New York firm of Sullivan & Cromwell. Joining RCA, he became vice president and general attorney of RCA Communications in 1946. Two years later he was elected RCA vice president.

During the war Mr. McDaniel served in the Naval Reserve, moving from a junior grade lieutenancy to commander. In 1945-6 he was chairman of the Navy Board of Contract Appeals. He is a member of the New York City Bar Assn., Presbyterian Club and Rockefeller Center Luncheon Club.

RTMA decided early in 1950 to elect a fulltime paid president when Bond Geddes, executive vice president, decided to retire after 23 years at the association's helm. After a long list of candidates had been scoured, the post was offered Gen. Lucius Clay with a $50,000 salary. Gen. Clay turned down the offer to become board chairman of Continental Can Co.

In the interim Mr. Sprague was prevailed upon to direct RTMA's leadership on a parttime basis.

Members of the RTMA Reorganization Committee, besides Chairman Balcom, are J. J. Kahn, Standard Corp.; Benjamin Abrams, Emerson Radio & Phonograph Corp.; W. R. G. Baker, General Electric Co.; William Balderston, Philco Corp.; W. J. Barkley, Collins Radio Co.; H. C. Bonfig (alternate), Zenith Radio Corp.; J. B. Elliott (alternate), RCA; Frank M. Folsom, RCA; Paul V. Galvin, Motorola Inc.; L. F. Hardy (alternate), Philco Corp.; Arie Liberman, Talk-A-Phone Co.; W. A. MacDonald, Hazeltine Electronics Corp., E. F. McDonald Jr., Zenith Radio Corp.; Leslie F. Muter, Muter Co.; A. D. Plamondon Jr., Indiana Steel Products Co.; Robert C. Tait, Stromberg-Carlson Co.

RADIO CIRCULATION Above 8 Top Magazines

RADIO audiences vastly larger than combined circulation of eight leading magazines are available to advertisers according to typical studies based on the magazine data sent to stations by Broadcast Advertising Bureau.

"Startling results are obtained by immediate comparisons of radio circulation, through references to Broadcast Measurement Bureau figures, and the circulation of leading monthly and weekly magazines," Hugh M. P. Higgins, BAB director asserted. The magazine figures were distributed to BAB's station membership in December to give broadcasters a new sales weapon in magazine competition [BROADCASTING • TELECASTING, Dec. 18, 1950].

Commenting on magazines, Mr. Higgins said: "It should be remembered that these magazine circulation figures represent once-a-week or even once-a-month impressions. Radio, as you know, can make multiple impressions within a single day which gives a new and greater dimension to radio advertising."

Four weekly and four monthly magazines are covered in BAB's detailed presentation of circulation data by counties and cities. Weeklies are *Life*, *Look*, *Colliers* and *Saturday Evening Post*. Monthlies are *American*, *Country Gentleman*, *Ladies Home Journal* and *Women's Home Companion*.

Comparison Made

Following Mr. Higgins' suggestion, BROADCASTING • TELECASTING decided to make some comparisons and see how radio and magazine circulations added up in a number of cities. Starting with the largest, New York, it was found that in 1949 (when the latest BMB survey was made) the city contained 2,258,470 radio families. The combined circulations of the eight magazines analyzed by BAB totaled less than half that number —1,089,729.

Obviously, total radio families versus total number of subscribers to the eight magazines is not a very satisfactory basis for comparing radio and magazine public. There are many more than eight magazines, even some with large circulation, which should be considered in an overall comparison. On the other hand, some families subscribe to several magazines and other families to none, so that the duplication factor of magazine distribution should be considered if a fair comparison is to be made between radio homes and magazine homes.

Perhaps a fairer method would be to compare individual stations with individual magazines. Suppose we take not the total number of radio families in the city (although all of them have access to any broadcast of any station just as all families receiving a magazine have access to any of its stories, articles and advertisements), but the number of families which the BMB survey found listening to each station once a week or oftener. A comparison of the total weekly audiences of New York's four network outlets with the four weekly and four monthly magazine circulation figures for New York looks like this:

NEW YORK
Total Weekly Radio Families

Network Station	Night	Day
A	1,850,720	1,593,250
B	1,676,190	1,318,020
C	1,734,730	1,420,820
D	1,611,580	1,338,060
Average	1,718,305	1,417,537

Magazine Circulation

Weekly		Monthly	
Colliers	89,159	American	87,599
Life	365,906	C.G.	4,509
Look	163,199	L.H.J.	124,553
S.E.P.	115,308	W.H.C.	139,496
Average	183,393		89,039

The total number of families hearing any of the New York network stations once a week or oftener is many times the total circulation in that city of any of the eight magazines, with the average hearing the stations at night nearly 10 times the average circulation of the weekly magazines and nearly 20 times the average circulation of the monthlies.

But it may be argued that these radio figures include families who listen to a particular station only once or twice a week and so are not fair comparisons with families who spend several hours reading a magazine. Ignoring the counter-argument that magazines frequently go unread, let's take the smallest BMB measurement—families listening to each station six or seven days (or nights) a week—and see how the comparison looks now:

NEW YORK

Network Station	Families Listening 6-7 Nights	6-7 Days
A	933,930	802,258
B	557,520	476,479
C	770,880	607,598
D	608,200	573,838
Average	717,632	614,833

Magazine Circulation

Weekly		Monthly	
Colliers	89,159	American	87,599
Life	365,906	C.G.	4,509
Look	163,199	L.H.J.	124,553
S.E.P.	115,308	W.H.C.	139,496
Average	183,393		89,039

Even by those curtailed radio figures, which rule out families turning to a network station Monday-through-Friday for a daytime serial or an evening news program unless they also listen to that station over the week-end, the radio station audiences are far in excess of the magazine circulation figures.

But BMB measured non-network station audiences as well as those of network stations. Let's look at

(Continued on page 79)

BAC FUTURE *Uncertain After 2 D. C. Meetings*

AFTER two Washington meetings the Broadcast Advisory Council faces an uncertain future. The council must decide what it wants to do, and how to do it. Then it must act on suggestions that the membership is not properly representative of all industry segments.

Second meeting was held last Monday, with BAC members again conferring with governmental and defense leaders on the role broadcasters can take in the emergency. First session was held Dec. 14 [BROADCASTING • TELECASTING, Dec. 18, 1950].

Justin Miller, NAB president and BAC chairman, is to confer at the White House on council activities. The White House is known to be concerned over charges that council membership inadequately represents NAB non-members. Judge Miller is expected to contact the White House following the meeting of TV stations in Chicago Friday.

Budget Restrictions

Confronting BAC at this point is the fact that many U. S. emergency agencies are operating on a skeleton basis, with small budgets and major policies undecided.

Proposals to set up some form of OWI (Office of War Information) as in the last war were discussed by the council. Objection was raised that the OWI's activities were more extensive than many persons realized, covering allocation of media facilities for official agencies and diversified, less-publicized functions.

The council directed Judge Miller to report in person to the White House on BAC activities. It voted to obtain details of all regional defense broadcast organizations and make them available to state associations of broadcasters and the rest of the industry. Plans to set up a nationwide alerting system were discussed.

As to membership, the council decided that such requests should be laid aside until it can draw up a more definite chart of BAC functions.

Monday's all-day meeting opened at the FCC where BAC members were received by Chairman Wayne Coy and Commissioners Paul A. Walker, Rosel H. Hyde, Edward M. Webster, George E. Sterling and Frieda Hennock. Discussion centered on program content in relation to the emergency and control of radio frequencies.

Chairman Coy said FCC cannot act in the programming area, suggesting BAC must work out arrangements with individual federal agencies. He said FCC cannot control flow of critical materials but will advise with National Production Authority as to allocations when the need arises.

As to frequency control, Chairman Coy said FCC has done much work with the Civil Defense Administration and Defense Dept. to insure adequate broadcast facilities to keep the public informed.

Speaking of legislation to amend Sec. 606-C of the Communications Act in relation to electromagnetic radiation control, Chairman Coy said, "This new proposed legislation is merely designed to provide an extension of Sec. 606-C of the Communications Act. The language would have the effect of expanding the act to cover all electromagnetic radiation. This legislation is for security purposes." The council was advised to urge stations to provide maximum security for studio and transmitter facilities.

The council met at luncheon with civil defense and military officials. Guests included Gov. Millard Caldwell, Civil Defense administrator; Robert R. Burton, CDA communications director; John DeChant, CDA public affairs director; Gen. F. L. Ankenbrandt, director of communications, USAF; Col. Barnet W. Beers, assistant for civil defense liaison, Office of the Secretary of Defense; Curtis Plummer, FCC chief engineer; Clem Randau of CDA.

Gen. Ankenbrandt said the Defense Dept. thinking on the electromagnetic radiation bill was similar to that of FCC. He added that the bill was designed to protect the nation against possible use of any or all radiation as homing devices for enemy aircraft or guided missiles.

Gov. Caldwell said CDA is eager to use services made available by broadcasters.

Attend Meeting

Attending the Monday meeting were Judge Miller; Robert C. Sprague, Radio-Television Mfrs. Assn.. Jack R. Poppele, Television Broadcasters Assn.; Seymour N. Siegel, National Assn. of Educational Broadcasters; Frank White, MBS; Frank M. Russell, NBC; Robert H. Hinckley, ABC; Earl H. Gammons, CBS; Walter Compton, DuMont TV Network; Clair R. McCollough, WGAL Lancaster, Pa.; I. R. Lounsberry, WGR Buffalo; Roger W. Clipp, WFIL Philadelphia; A. Frank Katzentine, WKAT Miami Beach, Fla.; M. C. Watters, WCPO-TV Cincinnati; Arthur B. Church, KMBC Kansas City; William A. Fay, WHAM Rochester; J. Howard Lane, Field Enterprises; Gilmore N. Nunn, WLAP Lexington, Ky.; G. Richard Shafto, WIS Columbia, S. C.; Ralph W. Hardy, BAC secretary; William B. Ryan and Oscar Elder, NAB.

'EDITORIAL CONTROL'

By Networks Charged by Ellis

JAMES H. S. ELLIS, president of Kudner Agency, charged Friday that TV networks are approaching "control of the editorial content of the air" through growing domination over time, talent and production.

In an address before the Detroit Adcraft Club, Mr. Ellis put much of the blame upon networks' competition for top shows "at any price."

He said TV networks' bidding for talent has brought television to a point where it "is getting too rich for the average advertiser's purse, no matter how good it is."

Mr. Ellis scored what he called a snowballing trend in which networks put together package shows and sell them to sponsors at skyrocketing prices. He said at least 70% of CBS commercial shows and 50% of NBC's are network-controlled, whereas a considerable majority of all shows on the air a year ago were handled by independent packagers or agencies.

Mr. Ellis' agency itself pioneered in development of many top TV shows. Its 1950 billings amounted to $1.3 million for radio and $4 million for television.

The Kudner executive stressed that television produces spectacular results when all factors are right, and conceded that networks are entitled to some control over talent and production. But the trend now, he asserted, is in the direction of "complete and monopolistic" control by networks.

"Three years ago," he said, "the top TV show on the air cost about $10,000 a week for an hour program—$2,000 being for time and $8,000 for entertainment.

Cost Mounts

"Now, and in only three years' time," he continued, "the cost of a top show for one hour a week has mounted to $100,000. Time has gone up to $36,000 and entertainment to $60,000 or more.

"This means that to put on a good show on a yearly basis an advertiser must think in terms of a $4 million annual budget—and this, of course, is for TV alone without taking other advertising media into consideration."

He said inter-network competition has reached a point of outright "audience stealing, with networks bidding fabulous prices which few sponsors can justifiably pay. With individual stars getting as much as $40,000 for a single performance, a lot of harm has been done."

Mr. Ellis feared present trends mean "we soon can arrive at the time when the networks provide all the entertainment." This, he said, "would be contrary to the challenge of free competition, and the inherent dangers in it are obvious."

No 'Straitjacket'

He called upon "the people responsible for the destiny of television" to "stop, look and listen."

"They already have a monopoly of the air waves, which is unavoidable," he said. "Television may prove to be the most powerful selling medium we have ever seen, but monopolizing TV entertainment is hard to justify as serving in anyone's best interests. We don't want to be put into a straitjacket when it comes to entertainment."

Asserting that "the customer should have some rights," he said that "at least we can call a halt and give the independent sources a chance to find if there isn't some way to keep talent costs from going out of the reach of everyone—and thereby hurting TV, talent, TV owners, and the industry as a whole."

BOB HOPE isn't kidding as he puts his name to an exclusive long-term radio and television contract with NBC. John K. West, vice president in charge of NBC Western network, supervises the signing [BROADCASTING • TELECASTING, **Jan. 8**].

SHADEL NAMED

Radio Correspondents Head

WILLARD (Bill) SHADEL, CBS Washington commentator, was elected president of the Radio Correspondents Assn. for 1951 at a meeting held in Washington last Wednesday. He succeeds William R. McAndrew, general manager of NBC Washington operations (WRC-AM-FM, WNBW (TV)), who becomes ex-officio member of the organization.

Mr. Shadel

Other officers named were Hollis Seavey, MBS, vice president; John Edwards, ABC, secretary, and Raymond Gram Swing, WOL Washington and Liberty Broadcasting System, treasurer. Ann M. Corrick, Transradio Press Service; Rudolph Block, representative for West Coast stations, and Robert McCormick, NBC-TV Washington, were elected members-at-large.

Mr. Shadel, who also assumes the post of chairman of the Radio Correspondents Assn.'s executive committee, and other officers are expected to be installed at the correspondents annual dinner for the President at the Statler Hotel, Washington, Feb. 3. Mr. Seavey, who succeeds Francis W. Tully Jr., Washington Reporters Inc., as vice president, also will serve as vice chairman of the executive committee.

Mr. Shadel started his radio career at WKZO Kalamazoo, Mich., in 1932, later becoming public relations director of the National Rifle Assn. From 1943 to 1944 he served as war correspondent for CBS in Italy and at other battlefronts. In 1945 he was assigned to the staff of WTOP Washington, then CBS owned-and-operated station. He joined the correspondents association that same year.

'JOURNAL CASE'

May Ask Stronger Ruling

APPEAL to the U. S. Supreme Court by the Justice Dept. as well as the *Lorain* (Ohio) *Journal* loomed as a prospect last week following U. S. District Judge Emerich B. Freed's decree against the *Journal*, first newspaper found guilty of anti-trust practices against a radio station [BROADCASTING • TELECASTING, Jan. 8].

Counsel for the *Journal* filed notice of appeal last Monday, three days after Judge Freed issued his decree in Cleveland. Justice Dept. officials also were understood to be considering an appeal, on the ground that the terms of the decree are inadequate.

Judge Freed refused, after hearing argument on Monday, a *Journal* request that effectiveness of the decree be stayed pending a Supreme Court decision. It therefore becomes effective today (Jan. 15). The Justice Dept. had submitted exhibits claiming the *Journal* did not abide by the substance of Judge Freed's opinion in the case pending issuance of his decree.

The *Journal*, its owners and two other principal executives were found guilty of anti-trust violations in refusing to accept the advertising of local merchants who also bought time on WEOL-AM-FM Elyria-Lorain [BROADCASTING • TELECASTING, Sept. 4, Oct. 2, Nov. 6, 1950].

The Justice Dept. had proposed sweeping terms for inclusion in the final judgment, while counsel for the *Journal* contended the newspaper should merely be forbidden to reject advertising solely because the advertiser also uses WEOL-AM-FM.

Judge Freed incorporated some of the Justice Dept.'s proposed terms into his decree, but omitted others.

The judgment restrains the *Journal* from refusing to accept advertising, and from making discriminations, "where the reason for such refusal or discrimination is, in whole or in part, express or implied, that the [advertiser] has advertised, advertises, has proposed or proposes to advertise in or through any other advertising medium."

Forbidden Practices

The forbidden discriminations apply to "price, space, arrangement, location, commencement or period of insertion or any other terms or conditions of publication of advertisement or advertisements."

Similarly, the newspaper is restrained from "cancelling, terminating, refusing to renew or in any manner impairing" any advertising contract for the reason "in whole or in part," that the advertiser uses, has used, or proposes to use any other medium.

The decree also forbids the *Journal* to accept any advertising on the condition (express or implied) that the advertiser shall not use any other advertising medium or shall use only the *Journal*.

Once a week for 25 weeks, the judgment continues, the *Journal* must publish "a notice which shall fairly and fully apprise the readers thereof of the substantive terms of this judgment." The notice must be "placed in a conspicuous location."

In addition, the decree requires that the *Journal* and the individual defendants must keep for five years "all books and records, which shall include all correspondence, memoranda, reports and other writings, relating to the subject matter of this judgment."

Within 10 days, the *Journal* must give written notification of the terms of the decree to "any officers, agents, employes, and any other persons acting for, through or under defendants or any of them," and must advise them "that each and every such person is subject to the provisions of this judgment."

Such persons must also be told that copies of the decree are "readily available" to them.

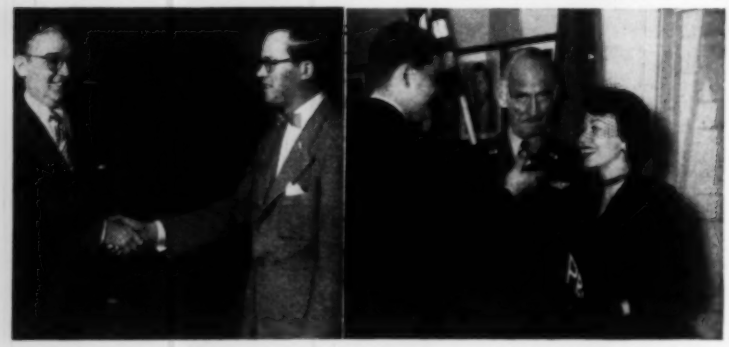
On reasonable written notice from top Justice Dept. officials, the *Journal* must give Justice Dept. representatives access (during office hours) to records relating to the anti-trust case in order to as-

(Continued on page 79)

TO MAKE sure he dresses as a Texan should, Portland Ad Club furnishes spurs and sombrero for Arden X. Pangborn, former KGW Portland gen. mgr. and *Oregonian* business mgr., who assumes managership of WOAI-AM-TV San Antonio today (Monday). L to r: Roy Baker, KOMO Seattle coml. mgr.; George Griffis, club pres. and *Oregonian* prom. mgr.; Mr. Pangborn; H Quenton Cox, KGW gen. mgr.

BEAMING approval of the judges' decision, Robert R. Nelson, mgr., WARD Johnstown, Pa., welcomes home Mrs. America for 1950-51, Betty Eileen McAllister, who represented WARD. Mr. Nelson presents her gift album of transcriptions and photographs of the recent contest.

ONE of approximately 1,000 two-layer birthday cakes distributed to advertisers and agency men in Cleveland, New York, Chicago, Detroit, and Los Angeles by WGAR Cleveland to mark its 20th anniversary, is visibly appreciated by George Backus (l), Edward Petry & Co., and Dick Grahl, Wm. Esty Co., both N. Y.



CONGRATULATIONS are offered by CBS Vice President and KCBS San Francisco General Manager Arthur Hull Hayes (l) to Bill Nietfeld, new director of news, special events and public affairs at KCBS.

PBS Star Connie Haines visits folks down in Biloxi, Miss., in interview with Gene Robinson, WVMI Biloxi announcer, and Col. Kirkendahl, Keesler Air Force Base, Biloxi. WVMI is PBS outlet in Biloxi.

PALMA SHARD, attractive nightly newscaster for KFI-TV Los Angeles, "slants" some wire service copy so that General Manager George Whitney can read it. Nightly news show is sponsored by GallenKamp Shoes through McNeill & McCleery Inc.

"JUST fishin' and golfin'" are the future plans of Carter Ringlep (r), who retires as asst. gen. mgr. of KMOX St. Louis. Gen. Mgr. John Akerman bids the radio veteran goodbye. Mr. Ringlep has also worked at other west and midwest outlets.

AD COUNCIL

Briefed on World Crisis At White House Session

MEMBERS of the Advertising Council, representing all branches of the advertising industry, were brought up to date on national and world developments at the Seventh White House Conference held Thursday in Washington. Facing the possibility of greatly expanded need for advertising service as a means of mustering public opinion behind the nation's needs, the council heard government officials explain the military, defense, diplomatic and domestic situations.

With Dr. John R. Steelman, Assistant to the President, presiding, the council opened its session at the Pentagon. Speaking on the military situation were George C. Marshall, Secretary of Defense; Frank Pace Jr., Secretary of the Army; Maj. Gen. Stanley L. Scott, Joint Chiefs of Staff; Anna M. Rosenberg, Assistant Secretary of Defense; John D. Small, chairman, Munitions Board; Brig. Gen. A. Robert Ginsburgh, Office of the Secretary of Defense; Clayton Fritchey, director of public information, Dept. of Defense.

At a Statler Hotel luncheon Charles E. Wilson, director, Office of Defense Mobilization, reviewed the defense production crisis.

State Dept. officials went into the diplomatic situation during the afternoon. Discussing diplomacy were Dean G. Acheson, Secretary of State; Robert G. Barnes, chief of policy reports, Dept. of State; George W. Perkins, George C. McGhee, Dean Rusk and Edward W. Barrett, Assistant Secretaries of State.

Council Work Expanded

A reception for council members and government officials was held at the *Washington Post* with Eugene Meyer, *Post* board chairman, and Philip L. Graham, publisher, as hosts.

Charles Sawyer, Secretary of Commerce, addressed the council Thursday evening at a Carlton Hotel dinner.

Work of the council, serving as a liaison between the government and advertising industry, has been expanded since the Korean war. Up to that time council messages, placed on media through advertisers and agencies, had dealt with savings bonds and similar public service causes.

With the Korean crisis the council has turned its attention to needs of the armed forces and messages connected with mobilization and defense. Frank presentation of the background behind current problems was given the council to prepare it for the more urgent job ahead.

The council some months ago volunteered its services in putting the advertising industry behind the defense drive.

Among council members registered for the meeting were:

Elon G. Borton, Advertising Federation of America; Lee H. Bristol, Bristol-Myers; Harry A. Bullis and Samuel C. Gale, General Mills; Robert Coleson, Advertising Council; Fairfax M. Cone, Foote, Cone & Belding; Felix W. Coste, Coca-Cola Co.; Gardner Cowles, Cowles stations and publications; Dr. Allen B. DuMont and Comdr. Mortimer Loewi, DuMont TV Network; Frank M. Folsom, RCA; Clarence Francis, General Foods Corp.; Frederic R. Gamble, American Assn. of Advertising Agencies; Robert M. Gray, Esso Standard Oil Co.; Justin Miller and Ralph W. Hardy, NAB; Joseph Katz, Joseph Katz Co.; Edgar Kobak, consultant; Col. Harry Klein, Texas Co.; Henry G. Little, Campbell-Ewald Co.; Paul W. Morency, WTIC Hartford; Charles G. Mortimer Jr., General Foods Co.; Howard J. Morgens, Procter & Gamble Co.; A. C. Nielsen, A. C. Nielsen Co.; Wesley I. Nunn, A. W Peake, Standard Oil Co. of Indiana; Stuart Peabody, Borden Co.; Theodore S. Repplier, Advertising Council; James Rotto, The Hecht Co.; J. P. Spang Jr., Gillette Safety Razor Co.; Frank Stanton, CBS; Niles Trammell, NBC; Paul B. West, Assn. of National Advertisers; Frank White, MBS; Mark Woods, ABC.

FCBA MEET

To Hear Judge Prettyman

"CAN the Record in Administrative Proceedings be Reduced in Volume?" will be the subject of an address by Judge E. Barrett Prettyman of the U.S. Circuit Court of Appeals for the District of Columbia at the annual meeting of the Federal Communications Bar Assn. to be held Jan. 26.

Judge Prettyman is also chairman of the Advisory Committee on Anti-Trust and Administrative Trial Procedure, having been appointed to that post by Chief Justice Fred M. Vinson.

The same subject topic, as it pertains to FCC hearings, will be discussed by a round table consisting of two members of the bar association and two FCC examiners. Presiding over the roundtable will be John P. Carr, chairman of the Annual Meeting Committee.

Participants in the roundtable will be FCC examiners J. D. Bond and Fanny Litvin with association members Arthur W. Scharfeld and John H. Midlen. Chairmen of the 14 association committees will then report on the annual work of their groups, and the meeting will close with the election of officers. The meeting will be held at a luncheon in the Willard Hotel.

The annual dinner will be held at 7 p.m. on the same day in the Mayflower Hotel, with FCC Chairman Wayne Coy and other Commissioners, as well as heads of FCC departments, hearing examiners, members of Senate and House radio committees and other government officials interested in radio invited to attend.

NRDGA AWARDS

Direct Selling Tactics Cited

WINNERS in the annual contest of the National Retail Dry Goods Assn. for retail radio programs were announced Thursday at the close of the NRDGA annual convention, Jan. 8-11, at the Statler Hotel, New York, by Howard P. Abrahams, manager of the Association's sales promotion division.

"This year's contest showed conclusively that retailers are using radio advertising as a direct sales promotion tool instead of a purely institutional medium," Mr. Abrahams said. "In every case the entries were documented by a complete statement of results obtained from the radio programs submitted."

Hugh M. P. Higgins, director of Broadcast Advertising Bureau, which co-sponsored the contest, presented the top awards at the sales promotion session Thursday afternoon. "You have helped radio stations everywhere," he told the award recipients, "to give you more effective and better service."

Mr. Abrahams said that, in a departure from past procedure, "the judges decided to make additional awards to stores for special achievements of the coordination of radio with other store promotion devices and for the comprehensive use of radio."

Program Information

Information concerning the winning programs, Mr. Abrahams said, will be saved for a library available to other stores for use in guiding their own radio activities. A book containing formats, scripts, promotion tie-ins, and results of winning programs is planned jointly by NRDGA and BAB for release this spring, he said.

An illuminating dissection of the program which won the grand award for programs beamed to a women's audience, *the time, the place, the tune*, of George Wyman & Co., South Bend, Ind., was given at the sales promotion session by the winner's advertising director, Paul C. Robinson. (George Wyman & Co. programs won four additional awards.)

As to the success of George Wyman radio activities, Mr. Robinson said, "one conclusion stands out above all others: we started with confidence in the ability of radio to do a selling job. Then we applied all the old tried-and-true selling formulas."

Out of three radio stations in South Bend, he said, they chose

(Continued on page 66)

"MILLION-dollar medicine man," La. State Sen. Dudley J. LeBlanc (l), sets cap for J. Neil Reagan, manager of Hollywood office of McCann-Erickson and vice president of Hollywood Ad Club, at Jan. 8 luncheon where Sen. LeBlanc was guest speaker. Addressing 400 members and guests, he told how radio and newspaper advertising boosted his patent medicine, Hadacol, into $20 million business after start on borrowed $2,500. Current monthly Hadacol spot budget is $225,000.

NRDGA Awards for Best Programs of 1950

Stores Winning Awards for Coordinated Use of Radio With Other Media

Large Stores: Schuneman's Inc., St. Paul.

Small Stores: George Wyman Inc., South Bend, Ind.

Comprehensive Use of Radio:

Large Stores: Joske's of Texas, San Antonio.

Small Stores: George Wyman Inc., South Bend, Ind.

Programs Beamed to General Family:

Large Stores:

1st prize: Schuneman's Inc., St. Paul, for *Red Rooster* program (WDGY).

2nd prize: Luckey Platt & Co., Poughkeepsie, N. Y., for *Luckey Star Time* (WKIP).

3rd prize: John Gerber Co., Memphis, for *Memphis Mid-South Today and Tomorrow* (WMC).

Honorable Mention: Morris Sachs Inc., Chicago, for its *Amateur Hour* (WENR and WENR-TV).

Special Award for service in the public interest: McCurdy & Co., Rochester, N. Y., for *Little Symphony* program (WHAM).

Small Stores:

1st prize: Philips Department Store, Omaha, for *Good Morning from Philips* (KOIL).

2nd Prize: A. Steiger & Co., Holyoke, Mass., for *Steiger's Breakfast Hour* (WHYN).

3rd prize: Pomeroy's Inc., Pottsville, Pa., for *Pomeroy Family Hour* (WPAM).

Programs Beamed to a Woman's Audience:

Large Stores:

Grand Award: Sibley, Lindsay & Curr, Rochester, N. Y., for *Tower Clock Time* (WHAM).

Small Stores:

Grand Award: George Wyman & Co., South Bend, Ind., for *The Time, The Place, The Tune* (WSBT).

First Prize: C. K. Whitner Co. Inc., Reading, Pa., for *The Nan Heckman Show* (WEEU).

Second Prize: Nelson's of Jamestown, N. Y., for *From My House to Yours* (WJTN).

Third Prize: Linn and Scruggs Co., Decatur, Ill., for *Something to Talk About* (WDZ).

Honorable Mention: Pomeroy's Inc., Pottsville, Pa., for *Pomeroy's Sunshine Inn* (WPAM); L. L. Stearns & Sons, Williamsport, Pa., for *Sally Ll'son Show* (WNPA).

Programs Beamed to Teen Agers:

First Prize: George Wyman & Co., South Bend, Ind., for *Teen Time* (WSBT).

Honorable Mention: J. L. Brandeis & Sons, Omaha, for *Campus Cavalcade Football Roundtable* (KFAB); J. A. Kirven Co., Columbus, Ga., for *Hi Times* (WRBL).

Programs Beamed to Children:

First Prize (two awards): Pomeroy's Inc., Pottsville, Pa., for *Zipper Wilson Show* (WPAM); and Sage-Allen Co. of Hartford, Conn., for *Kiddie Corner* (WCCC).

Second Prize: Benjamin's of Salisbury, Md., for *Benjamin's Pigtail Club* (WBOC).

Third Prize: Lowenstein's, Memphis, for *Junior Theatre of the Air* (WREC).

For Saturation Spot Campaigns:

Grand Prize: Joske's of Texas, San Antonio.

First Prize: George Wyman & Co., South Bend, Ind.

Second Prize: Pomeroy's Inc., Pottsville, Pa.

Third Prize: Wolf and Dessauer Inc., Fort Wayne, Ind.

New prize for the manufacturer or organization which did the most for retail sales during the year.

Hopalong Cassidy enterprises.

POPULATION

Ad Groups Set Standard Breakdowns

RECOMMENDATIONS of American Assn. of Advertising Agencies, American Marketing Assn. and Assn. of National Advertisers for "standard breakdowns for population data in media and market surveys" were issued last Thursday in a four-page folder released jointly by the three organizations.

Noting that the recommended breakdowns "will meet the needs of most studies involving population statistics," the three organizations in a joint foreword state that "all organizations which conduct market and media research are encouraged to adopt these standard breakdowns in order that their surveys may be compared with census data and with each other, and thus be of greater value to all users."

Recommended breakdowns cover six ways of analyzing the population:

1. Age groups—to be divided into five-year groups ranging from under 5, 5-9, 9-14, etc. to a general lumping of oldsters into an "over 65" class.

2. (A) Income — to be broken down by $1,001 units from Under $1,000, $1,000-1,999, etc. to $10,000 and over. (B) Rental—to be graded as follows: Under $20, $20-29.99, $30-30.99, $40-40.99, $50-74.99, $75-99.99, $100-149.99, $150 and over. (C) Value of owner-occupied homes —divided into: Under $3,000, $3,001-4,999, $5,000-7,499, $7,500-9,999, $10,000-14,999, $15,000 and over.

3. Education — no school years completed, less than five years of grammar school completed, 5-8 years of grammar school completed, 1-3 years of high school completed, four years of high school completed, 1-3 years of college completed, four or more years of college completed.

4. Occupation—divided into professional and technical workers, non-farm managers, officials, proprietors; farmers and farm managers, farm laborers and foremen; clerical and kindred workers, sales workers; craftsmen, foremen and kindred workers, operatives and non-farm laborers; service workers, including private household; unemployed, housewives, students, retired, others not in labor force.

5. Community size—divided into: Rural farm, rural non-farm; places 2,500-9,999; 10,000-24,999; 25,000-49,999; 50,000- 99,999; 100,000-249,999; 250,000-499,999; 500,000-999,999; 1,000,000 and over.

6. Regions—grouped as New England (Me., N. H., Vt., Mass., R. I., Conn.), Middle Atlantic (N. Y., N. J., Pa.), East North Central (Ohio, Ind., Ill., Mich., Wis.), West North Central (Minn., Iowa, Mo., N. D., S. D., Neb., Kans.), South Atlantic (Del., Md., D. C., Va., W. Va., N. C., S. C., Ga., Fla.), East South Central (Ky., Tenn., Ala., Miss.), West South Central (Ark., La., Okla., Tex.), Mountain (Mont., Idaho, Wyo., Col., N. M., Ariz., Utah, Nev.), Pacific (Wash., Ore., Calif.).

After Walter Barber of Compton Advertising Inc. pointed out the "pressing need" for standard breakdowns of population data in an address at the AAAA Eastern Annual conference two years ago the AAAA Committee on Research appointed Richard L. Edsall of the James Thomas Chirurg Co., Boston, as a sub-committee of one to investigate the matter. The AMA Committee on Marketing Research Techniques, headed by Dr. Hans Zeisel of The Tea Bureau, and the ANA Research Committee, headed by Richard H. Moulton of General Foods, also lent assistance and last fall the standard breakdowns were approved by the boards of AAAA, AMA and ANA. In developing the standards, NAB and other media associations were consulted, as well as many individual research authorities.

'HOMING' PROBLEM

FCC, CAC Work For Solution

FCC and the Continental Air Command are currently evolving a plan whereby broadcasting stations would be permitted to remain on the air in the event of imminent or actual air attack, and yet not lend themselves as "homing" devices for enemy bombers.

Meanwhile, the Federal Civil Defense Administration, armed with legislative authority but still lacking funds, has delayed issuance of its communications manual to state and city civil defense planners pending an answer to two vital questions:

● Will such a plan, when it finally materializes, resolve the perplexing problem of "radio silence?"

● What frequencies will be assigned in the amateur radio band for participation of "hams" in civil defense operation?

Some light was thrown last week on these and other questions now under study by the FCC, Dept. of Defense and Civil Defense Administration as military authorities prepared to resubmit, to the 82d Congress, a proposal to empower the President to "control" radio-TV signals and other "electro-magnetic radiations" [BROADCASTING • TELECASTING, Jan. 8, Dec. 25, 1950].

New Proposal Seen

A Defense Dept. attorney said military officials will send to Capitol Hill another proposal along similarly stringent lines. Technically, the military's proposed bill died with the 81st Congress.

The recommendation, if enacted into law, would extend Sec. 606 of the Communications Act, which gives the President in times of proclaimed emergency the power to silence or take over, or to suspend or amend the rules applicable to, existing radio communications facilities.

Under the Defense Dept. proposal, the President could exercise control, not only in times of actual war and proclaimed emergency, but also "during strained international relations."

In view of confusion and controversy surrounding the plan, the department official last week was asked by BROADCASTING • TELECASTING to clarify the military's position with answers to a set of queries. Since officials declined to be quoted, a paraphrase of the exchange follows:

Q—In view of the fact that the military, through the President as Commander-in-Chief, already has the power to silence radio-TV stations, how does the Defense Dept. justify this proposal?

A—The department has such power, of course, but radio is only one phase of the plan. We are trying to get legal authority to control all radiations which might lend themselves to home aircraft and then issue regulations on a standby basis. We need formal authority.

Q—Do you feel that the bill is far-reaching in that it would extend to periods of "strained international relations?" Would that not include the present period?

A—The bill is intended for use only in more severe times, and the language conceivably could be tightened up to serve its purpose. It could be applied to the present situation, but probably wouldn't be.

Q—Do you see any conflict between the military's position that radio-TV signals should be curtailed in certain instances and contention of Civil Defense authorities that communications is the "nerve system" of defense?

A—No more conflict than is inherently present when two agencies try to achieve different aims and purposes. It's a question of liaison—of working something out between the Pentagon and civil defense officials. The plan is doubtless being worked out now.

Q—Has Mr. Leva (Marx Leva, Assistant Secretary of Defense) indicated, as charged in published reports, that the bill is designed to curb high power stations whose signals travel further?

A—No, he hasn't. In that connection, certain newspaper editorials have all been off base when they claim that the military wants to take over radio-TV broadcasting, or that the plan is directed at the more powerful stations, or could be used for propaganda. The bill is designed to cover all stations with radiations prescribed within the bill.

Q—Assuming the bill were enacted in present form, how would the chain of command work? Would you tell stations to go off the air if necessary?

A—We would tell them—that is, we would tell the FCC which in turn would tell them. It's my understanding that FCC personnel would man certain controls. FCC would handle it.

A similar group of questions was put to Civil Defense officials in an attempt to obtain an up-to-date picture of planning. Again, a paraphrase follows:

Q—What is the status at present of civil defense communications planning. How far along are you on getting out a technical manual?

Manual Delayed

A—We have delayed the manual until we get the answer to two big problems: What to do with broadcasting stations and what the exact role of the radio amateurs will be. In the last war the 2½ mc amateur band was reactivated with the title, War Emergency Radio Service, comprising some 5,000 units. On broadcast stations, the Continental Air Command and FCC have been working on a plan for stations to remain on the air and not serve as homing devices. The plan was tested in New York this (last) week. Similar tests were held last month.

Q—What about the amateur frequencies?

A—There have been a series of meetings in recent months with the military, FCC and Civil Defense officials. FCC is expected to announce a tentative agreement shortly which would assign an undetermined portion of the amateur band over to civil defense, and let the amateurs know where they stand so they can buy appropriate equipment. Obviously, they can't now for fear that frequencies will change.

Q—What is civil defense's position with respect to the Dept. of Defense radiation control bill. Is there a conflict?

A—Not necessarily. Although the bill would only give the military power it already has. The bill was urged by the Air Force. The President has the power to control, or designate the agency which would control, radio-TV signals, which presumably would be FCC. The military have repeatedly stressed, incidentally, that as far as civil defense communications goes, it wants no part of it and that it should be run by civilians.

Q—Under the CD bill the President could delegate certain powers to the CD administrator upon declaration of a civil defense emergency. Who else could take stations off the air?

A—The governors of the states, in lieu of action taken by local civil defense officials, could commandeer communications in the event of local emergency.

Q—Exactly what role will broadcast stations play in the civil defense picture?

A—We would like to see stations

(Continued on page 79)

HORSERACE SHOWS

FCC Probe Begins

FCC'S LONG FORESEEN investigation into horserace programming throughout the U. S. broke into the open last week as the Commission ordered all broadcast stations—AM, FM and TV—to return by Feb. 12 a detailed questionnaire on their race information broadcasts [BROADCASTING • TELECASTING, June 20, 1949].

Indicating the chips are down in a serious venture to settle the issue which has been hotly contested before both FCC and Congress, informed Commission spokesmen last week stated the probe may mean:

Renewal Proceedings Seen

● License renewal proceedings for stations whose racing shows are found to contain what FCC may consider as possible aid to illegal gambling or unbalanced programming, such as airing of results with little or no delay and excessive details on track conditions, scratches, jockeys, etc.

● Commission's "conclusions" and "findings" in the WTUX Wilmington, Del., case—"which established the principle"—may be FCC's yardstick of comparison.

● General rule-making proceeding may ensue to determine specific regulations, but because of the WTUX "precedent" ruling those licensees found in "violation" may not expect relief of their cases through such a proceeding.

● Possible resulting enactment of federal legislation, as previously proposed, which was seen strengthening FCC's stand in all respects and not able to modify or reverse the Commission's position.

In its decision to deny license renewal to WTUX, the Commission concluded the station's former race programs were of a "high degree of aid" to local bookmakers [BROADCASTING • TELECASTING, Oct. 16, 1950]. The WTUX case had originated upon complaint of local police authorities, FCC said.

WTUX, however, in petitioning for reconsideration vigorously attacked the Commission ruling as unconstitutional and program censorship. WTUX has charged the decision was unfair because other stations were known to be airing data of more value to gamblers and FCC failed to take action against them, noting two Commissioners in dissenting opinions considered the denial too severe a penalty [BROADCASTING • TELECASTING, Nov. 13].

This is what FCC wrote last week "to all radio broadcast licensees" when submitting the questionnaire:

The Commission wishes to obtain information from all broadcast stations concerning the extent to which information relating to horse racing is broadcast. You are, therefore, requested to complete the enclosed questionnaire and return it to the Commission not later than February 12, 1951.

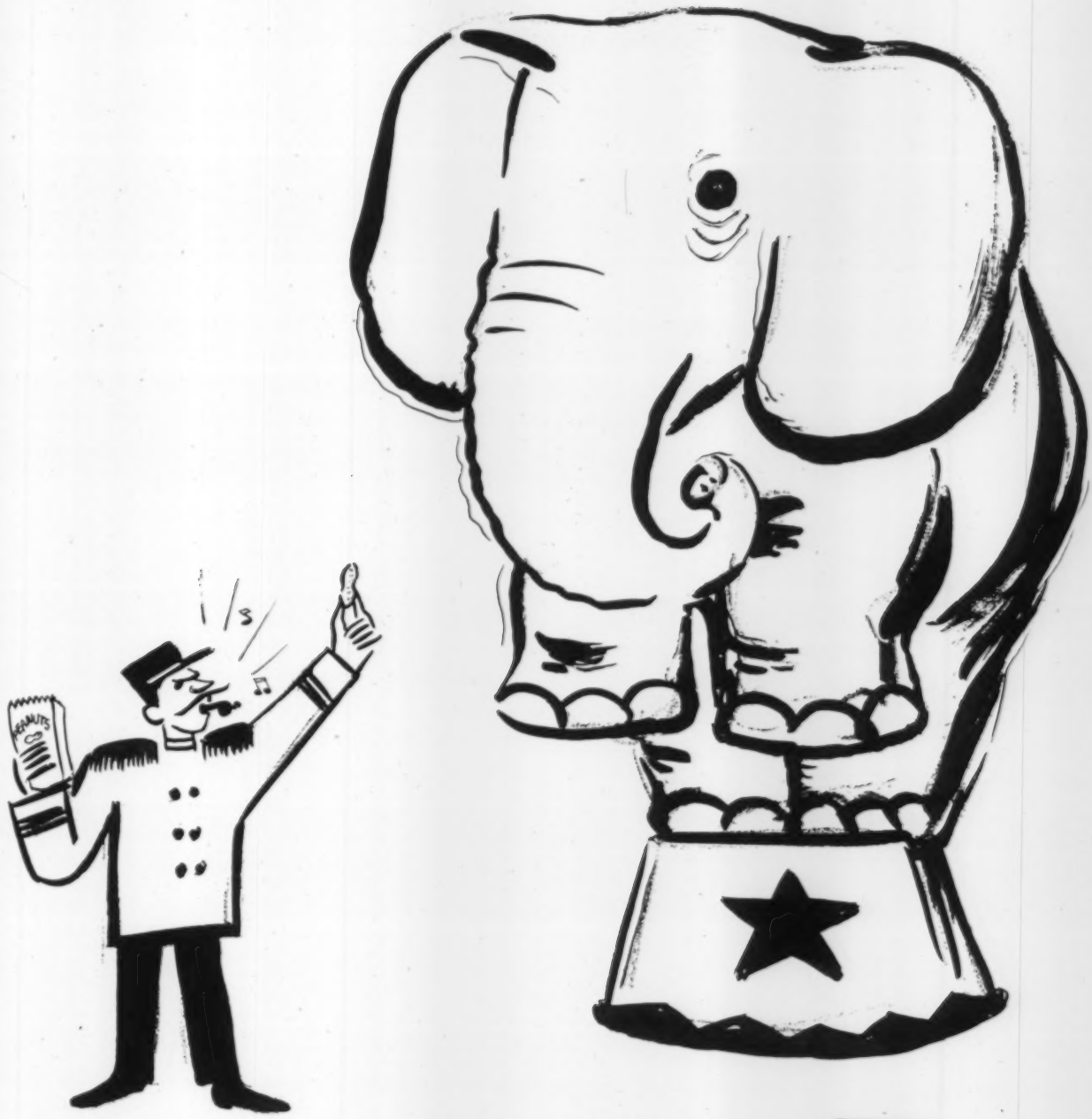
Where the licensee operates more than one station, separate questionnaire forms shall be completed and returned except that in the case of joint AM-FM operation when AM programs are simultaneously duplicated by the FM station, only one questionnaire form need be returned.

By Direction of the Commission,
(Signed) T. J. Slowie,
Secretary.

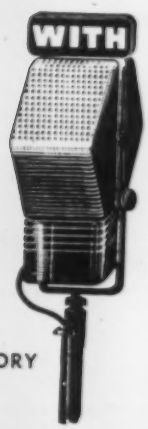
The questionnaire must be signed by the licensee or permittee if an individual, by a partner of the licensee/permittee if a partnership, or by an officer of the licensee/permittee if a corporation or association. The form noted that Sec. 1.001, title 18, of the U. S. Criminal Code "makes it a criminal offense to make a willfully false statement or representation to any Department or Agency of the United States as to any matter within its jurisdiction."

All stations are required to answer the first question in the form, with one of two situations to be checked: "(a) Station does not regularly broadcast any program

(Continued on page 81)



You get a lot for a little*



*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER TV OR RADIO STATION IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

KDAL

AN EVEN BETTER BUY TODAY!

Says Edward Whitley of Badger and Browning & Hersey, Inc.

KDAL has always been included on our radio lists in the past as it assured us of effective coverage of Duluth-Superior, northwestern Wisconsin, and the important Iron Range area; also, of course, because of the excellent showing it has made in listening surveys.

Now that the new BMB shows KDAL with even greater penetration in all these areas than ever before, we believe KDAL represents an even better buy today.

More for Your Money . . . on KDAL
DULUTH-SUPERIOR
5000 WATTS
ON 610

PRODUCTION

JEIAC to Discuss With Defense Dept.

ELECTRONIC-PRODUCTION picture as it confronts manufacturers for the months ahead, with special emphasis on material and manpower problems, will be microscoped today (Monday) in top-level discussions among high industry advisory and government procurement officials.

Members of the Joint Electronics Industry Advisory Committee, comprising key firms in the Radio-Television Mfrs. Assn. and headed by Fred Lack, Western Electric Co., are slated to confer with the Defense Dept.'s Munitions Board and other interested federal departments at the Pentagon.

The impact of curtailment of raw materials on present output and the probable effect on industry's capacity to meet the expected deluge of defense orders will be laid before sympathetic authorities of the Munitions Board, National Security Resources Board Defense Dept. officers and the Dept. of Commerce's National Production Authority.

Manufacturers have had problems, too, in obtaining defense contracts—or at least in receiving actual "Do" orders which would permit them to continue smooth-flowing electronics operation in the interim, Marvin Hobbs, electronics chief of the Munitions Board, told BROADCASTING • TELECASTING last week. They must be enabled to gear their facilities to a "tremendous program" contemplated by the government for the next 18 months, he feels [BROADCASTING • TELECASTING, Jan. 1].

Some of the smaller firms have complained, Mr. Hobbs said, that they have not been getting a large enough share of the government's electronic dollar. According to the Defense Dept., which released some figures last week, the smaller companies on the whole have received about 73% of the total purchases of military supplies, services and construction, though in dollar value they realized about 25% of the total for expended defense orders. The sum was slightly higher—30%—for contracts covering communication equipment.

Industry Opinion

On the other hand, some larger companies feel that the government has concentrated its orders too heavily in the smaller segments of industry, and that they should be spread around among a greater number of firms.

Industry firms which will be represented at the Pentagon session are expected to relate in great detail certain problems stemming from shortage of metals, like cobalt, aluminum, copper and nickel.

The metals shortage discussion probably will be handled at government level by Donald Parris, deputy director of the National Production Authority's Electronics Division, who is expected to reiterate his belief that component parts firms, above all others, should be sustained with adequate materials since resistors, capacitors and other parts are in short supply.

Procurement officers of the Army Signal Corps, Air Force and Navy, along with the Joint Chiefs of Staff and other groups, will outline expected military needs—only thus far blueprinted because Congress has yet to receive President Truman's new military supplemental budget.

Whatever Congress approves and it has been estimated between $12 and $15 billion—electronics will derive a substantial share. The Chief Executive already has called for an almost four-fold output of such equipment.

Joint Electronics Industry Advisory "task groups," set up last summer [BROADCASTING • TELECASTING, Aug. 21, 1950], also are expected to submit fact-finding reports on particular equipment items.

One such group met last Tuesday with government officials. The inter-association division of the RTMA Transmitter Committee met with munitions officials to explore a definite specification for transmitters sought by the military. Signal Corps and other service personnel participated.

Picture Changed

The picture has changed substantially since five months ago—when the JEIAC met at the Pentagon to hold similar discussions—with manufacturers facing stringent metal cutbacks and forecasts of civilian curtailment up to 50%. Prospect at that time was an estimated 20% or 25%, though actual civilian cutbacks are not expected to be felt materially until this spring.

Adding to the list of scarce items, NPA a fortnight ago proposed an order to curb civilian use of barium carbonate, and titanate used in the manufacture of radio-TV vacuum tubes. The material, now in short supply, will be needed for radar tubes and manufacture of condensors and insulators. Distribution after "Do" orders are accommodated will be directed among civilian users.

While barium carbonate has been essential in the rapid expansion of the television industry, James Secrest, general manager of Radio-Television Mfrs. Assn., expressed belief that the impact "would not be too critical."

In other actions last week the Munitions Board announced realignment of its structure to attain more efficient operation. The board divided functions into four categories, each to be headed by a civilian vice chairman, covering production management (manpower, electronics, etc), requirements, stockpiling and supply. Under requirements will fall responsibility for priorities and controls. Stock-

(Continued on page 81)

PARTS SUPPLY

NPA Receives Plan From Task Group

A PROGRAM to conserve the supply of materials for maintenance and repair of radio and television sets and household electrical appliances was recommended to the National Production Authority Tuesday by the Task Group of its Radio, Television and Household Appliance Wholesale Advisory Committee.

The task group, under Civilian Chairman James H. Simon, president of the Simon Distributing Corp. of Washington and Baltimore, unanimously recommended the program as a means of assuring continuation of radio and TV set and other appliance maintenance and repair during defense preparations.

The resolution, adopted at a Chicago meeting of the task group, asks that any wholesale or retail distributor of maintenance and repair parts be prohibited from ordering new parts if his inventory of those parts is, or would become, more than necessary for him to operate at his scheduled rate for the next 120 days.

In ordering parts, wholesale and retail distributors would be required to certify that delivery will not push their inventories above the prescribed ceiling; that the parts will be used only for necessary repairs and replacements of existing sets and appliances; and that replaced parts will be delivered into local scrap channels or returned to the manufacturer or distributor for salvage.

Use of critical materials by manufacturers to fulfill certified orders would be in addition to that permitted under existing NPA "L" or "M" orders. Manufacturers discontinuing production of an appliance would be permitted to produce enough repair and replacement parts to assure a normal supply for repair and maintenance of previously produced appliances during their normal life.

Civilian Chairman Simon said that, in the light of past experience, the Task Group felt continuation of maintenance and repair services "is easily one of the most important considerations at this time."

He expressed hope that the recommended program "will be put into effect as soon as possible so as to insure a minimum of difficulties and complications in the all-important matter of servicing such items in consumer hands."

A $2,800 SALE THAT MORE THAN PAID FOR WONW's YEARLY SUBSCRIPTION TO THE APS LIBRARY...

SELLING *The Stars Sing* to the Huenefeld Furniture Company of Bryan and Defiance, Ohio, are Glenn R. Thayer, general manager of WONW, Walter Bates, APS field representative who is describing the merits of the series, and Gene Miller, commercial manager of the station. Seated is Beulah Jaquith of Huenefeld Furniture, with Roy Huenefeld looking over her shoulder.

SIGNING the contract for *The Stars Sing*, plus a set of promotional announcements, is Roy Huenefeld of the Huenefeld Furniture Company. Watching, from left to right, are Gene Miller and Glenn Thayer of WONW, APS Field Representative Walter Bates, and Beulah Jaquith of Huenefeld's.

...because an APS salesman helped the station SELL

Here's still another example of how personalized Associated Program Service gives subscribers a "Library that Pays for Itself"! The case of WONW, Defiance, Ohio, is typical. APS Field Representative Walter Bates recently visited Defiance, to work with WONW's sales staff in selling one of the top APS programs, *The Stars Sing*, featuring radio's greatest singing talent.

With the WONW salesmen, he called on local prospects, backing up the station's own efforts. Together, they signed the Huenefeld Furniture Company of Bryan and Defiance—not only for *The Stars Sing* but also a series of spots to promote the series.

(In addition to this profitable sale, the WONW-APS sales team also found a sponsor for a set of pre-Christmas jingles selected from the wide assortment of special material in the extensive APS library. Total revenue: $2,800—*or more than enough to pay WONW's subscription to the Associated Library for the entire year.)*

The greatest proof of any library service's value is whether *it pays for itself.* And the APS Library *does*...again and again, all over the country. Under the APS service plan, APS field representatives visit your station when you first subscribe, working as aggressively with your sales staff as they did with WONW's. Six months later, there's another call to offer further assistance — and, after that, you can count on regular visits at least once a year.

Associated Program Service is giving stations what they want!

And that's SALES SERVICE...sincere on-the-spot sales help...transcribed money-making sales meetings each month...regional sales and programming clinics (watch for the schedule of dates soon)...monthly bulletins, memos, newsletters...harder-selling sales presentations.

It's all yours—if you're an APS subscriber. And a few more stations still can be. Send in the coupon and find out how little it costs for so much.

APS
Associated Program Service

151 West 46th Street, New York 19, N. Y.

"the library that pays for itself"

Maurice B. Mitchell, General Manager
Associated Program Service
151 West 46th Street
New York 19, N. Y.

Tell me how the Associated library can help build income for *my* station.

Name.....

Title.....

Station.....

Street.....

City..... **Zone**..... **State**.....

Radio Market Data for Oakland, California

1. How many people?

There are 3 million people in the coverage area of KLX, the top station in Hooper ratings. KLX claims only 600,000 as steady listeners.

2. How rich are they?

Oakland area radio listeners spend 100 million for drugs, 1 billion for food, 1/2 billion for general merchandise, 1/4 of a billion for radios, TV and furniture.

3. What does Hooper say?

KLX leads all independent San Francisco and Oakland radio stations in the Oakland Hooper . . . and often leads in all six periods!

4. Do San Francisco Independents cover Oakland?

No, these stations reach only 15% to 35% of the Oakland audience that KLX covers. You can check this by adding the Hooper share of audience figures for all six periods.

5. What about KLX results . . . and promotion?

Just send for success stories on your field. Also, KLX has won 7 national awards for sound promotion.

KLX

TRIBUNE TOWER • OAKLAND, CALIFORNIA

Represented Nationally by
BURN-SMITH CO., INC.

TAX 'HURTS'

Officials Chart Revenue Course

HIGHER excise taxes on radio and television receivers at the manufacturing level were being boomed by administration and Congressional officials as the government worked in high gear last week to map out a new revenue road to offset its spending program.

The higher radio-TV set excise rate would be part of a masterplan to up the levies on a host of durable goods, according to current plans. However, other methods of raising revenue are also being considered, among them a general sales tax on the manufacturing level which would not penalize any special product.

It also is possible that the proposed sales tax would be combined with a higher excise. In that case, television sets will have been taxed three times successively within the past six months. Early last fall, Congress voted a 10% excise levy on sets.

Theme in Washington was a probable taxing of Americans "until it hurts." Chairman Robert Doughton (D-N. C.), of the House Ways & Means Committee, who included President Truman's expression in surveying the situation, set his sights on Feb. 1 for his committee to begin its tax work.

Harsh Income Tax

From individual to corporation, the tax picture looks harsh for the income. Corporations already are paying a higher tax on income and are confronted with a new excess profits levy. There is every indication that the expected $60-$80 billion budget for government operation in the next fiscal year, starting July 1, will bring government requests for (1) a tighter excess profits law, (2) higher corporation and individual income rates, and (3) increased excises and possibly the sales tax.

The government has been standing pat on its thinking in regard to the volume of institutional advertising as a capital expenditure under the excess profits tax law. But reports persist that Congressional sentiment may force a re-examination of the issue.

While the law permits institutional advertising, providing it is within the framework of the volume placed during the base taxable years, the Secretary of the Treasury prescribe policy.

If the revenue pinch becomes painful enough, Congress may take to the rostrum or to law making in order to tighten this particular aspect of excess profits regulation, it was understood.

In the radio-TV industry, the Defense Profits Tax Committee, formed by Radio-Television Mfrs. Assn. to study the impact of excess profits taxes, has released its report to members.

Committee Review

The committee, under chairmanship of Glen McDaniel, RCA vice president, reviewed Congressional action from the profits bill's introduction up to its final passage in the waning days of the 81st Congress [BROADCASTING • TELECASTING, Jan. 8, 1].

Mr. McDaniel recalled: "While still urging its 1949-50 income test, the industry was able, as a compromise matter, to obtain certain modifications of these provisions [on growth companies] which resulted in providing benefits for approximately two-thirds of the companies representing 85% of the volume of the reporting companies."

From its computations, the committee concluded that the 41 members of the industry, who supplied data to RTMA and who qualify for relief, would receive a total annual tax savings of $14,099,000. Some 19 companies, qualifying under the House bill, would save $2,380,000 because of Senate relief, the report stated.

Apparently doomed, at least for the foreseeable future, are bills introduced in the House (HR 1011, Rep. John D. Dingell, Michigan Democrat) and in the Senate (S 136, Sen. William Langer, North Dakota Republican) to remove excise taxes on communications facilities including radio and television. They were referred to the House Ways & Means and Senate Finance committees, respectively.

LOOKING over new Free & Peters brochure, *Radio News is Bigger Than You Think*, [BROADCASTING • TELECASTING, Jan. 1], which proves that radio is still America's number one news source, are (l to r) Ned Midgely, Ted Bates & Co.; Jones Scovern, Free & Peters; Tom Harrington, Ted Bates & Co.; Russell Woodward, Free & Peters; and MacDonald Dunbar, Ted Bates & Co.

UNION DISPUTE

NLRB Asked to Arbitrate

JURISDICTIONAL struggle over CBS white-collar employes in New York—between Local H-63, Home Office Employes Union, of International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators, and the Distributive, Processing and Office Worker of America—appeared to be shaping up last week.

DPOWA, a new union formed by the merging of United Office and Professional Workers of America and the Food, Tobacco and Agricultural Workers, both of which were expelled from the CIO as pro-Communist, is understood to be taking over for the UOPWA, whose present contract with CBS for white-collar employes expires Jan. 31.

CBS, in an office communication to its employes a fortnight ago, announced that it had questioned DPOWA's right to represent them and had asked the National Labor Relations Board to settle the question.

Handbills Passed

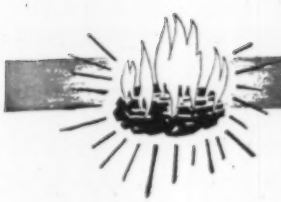
Last week, although a CBS official said that no claim to represent the employes had been received by the network from Local H-63 of IATSE, the latter passed out handbills inviting CBS employes to join. Presumably as soon as H-63 has acquired pledges to join in sufficient number to comply with NLRB rules, it will file as intervenor in the CBS-DPOWA dispute now before NLRB and formally claim the right to bargain for CBS employes.

Local H-63 was organized in 1945 to represent home-office employes. Starting with the theatre, it subsequently expanded to the New York Offices of Hollywood picture companies and film exchanges. It has clashed on numerous previous occasions with UOPWA.

FCC Annual Report

FCC's annual report for fiscal 1950 [BROADCASTING • TELECASTING, Jan. 8], is now available for 40c per copy from Superintendent of Documents, Government Printing Office, Washington 25, D. C., the Commission announced last week. FCC said it does not make public distribution of the report.

NEWS AND VIEWS OF COAL



A MONTHLY REPORT TO EDITORS

AMERICAN COAL NEEDED FOR EUROPEAN REARMAMENT.

A London dispatch reports that the state-controlled mines of Britain and Germany cannot produce enough coal to carry out Western Europe's rearmament. Although Britain has begun a belated 15-year plan of modernization and mechanization, there is still not enough coal. Many miners are quitting, dissatisfied with the unrealized benefits of socialism, and production also lags because prohibitive taxes on wages encourage absenteeism. America's mines, however, are ready and able to meet the coal needs of Western Europe in addition to America's demands.

MODERN COAL-BURNING LOCOMOTIVES DOING FINE JOB FOR N & W RY.

The Norfolk & Western Railway is described in a recent *Business Week* article as one of the nation's most profitable railroads. Stating that the N & W uses coal-burning locomotives exclusively, the article says that Robert H. Smith, the road's president, is not impressed with so-called Diesel "savings"—figures usually arrived at by comparing modern Diesel operations with those of twenty-five-year-old steam equipment. Modern, efficient coal-burners are doing a fine job on a railroad that has made money consistently since 1929.

COAL'S POWER DRAMATICALLY DEMONSTRATED.

The power of coal is being dramatically demonstrated on the General Electric exhibit train showing 1950's industrial wonders. Visitors to the exhibit try to turn a hand generator fast enough to generate 40 watts of current. They quickly find that it's impossible for any man to maintain for an hour the effort required to produce one kilowatt-hour of electric current—a feat done easily by a *three-quarter pound lump of coal.* Thirty years ago it took over *two pounds* of coal to do the same job. This improved efficiency is the result of continuous coal research, better preparation, and vastly improved combustion equipment.

NEW FUTURE FOR COAL IN SYNTHETIC FUELS!

Front-page news was the recent AP story covering the successful production of gasoline from coal. This may presage a new synthetic fuel industry for America which will produce not only gasoline and oil, but also such things as jet fuel, chemicals such as antifreeze, wood preservatives, and paint solvents—all made from coal!

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
Southern Building, Washington, D. C.

In Cleveland

THE 1 IN '51 IS

WDOK

● GROWING AUDIENCE

Our local programs have built us a constantly increasing audience in 1950

● LIBERTY NETWORK

To this we have added the plus value of the Liberty Broadcasting System features, such as Raymond Gram Swing, United Nations and outstanding sports events

● LOW-COST COVERAGE

For low-cost coverage in the Cleveland market — call or write us for availabilities.

serving Ohio's 1st market 24-hours a day

WDOK Cleveland 1260 kc. 5000 w.

Represented by Everett-McKinney

PEABODY

New York Post Makes Recommendations

RECOMMENDATIONS of the New York Listening Post for 1950 George Foster Peabody Awards were released last week by Mrs. Harold V. Milligan, chairman. Recommendations of similar listening posts scattered throughout the country are considered by the awards committee in determining the awards.

The winners in various categories as proposed by the New York post were:

RADIO

Category
No. 1—Regional Station
1—WOR—For the holy year
Citation: WMCA—For the *Barry Gray Show*
No. 2—Local Station
1—WNYC—For the unlimited hours devoted to broadcasting from the UN
No. 3—News
1—Martin Agronsky (ABC)
2—*Reporters' Round-up* (Mutual)
Citations—Edward R. Murrow (CBS) and Elmer Davis (ABC) (for maintaining the high standards that have won them previous awards)
No. 4—Drama
1—*Halls of Ivy* (NBC)
2—*The Eternal Light* (NBC)
Citation: *World Theatre Drama* (Series) (WNYC)
No. 5—Music
1—Metropolitan Opera (ABC)
No. 6—Education
1—*The Quick and the Dead* (NBC)
2—*We Take Your Word* (CBS)
Citation: *Clear and Present Danger* (ABC)
No. 7—Children
1—*New York Times Youth Forum* (WQXR)
2—*No School Today* (ABC)
Citations:
1—*Mark Trail* (Mutual)
2—*Straight Arrow* (Mutual)
3—*Twenty Questions* (Mutual)
No. 8—International Understanding
1—*United Or Not* (ABC)
2—*Challenge of the 50's* (CBS)
Citation: *This is the UN—Its Actual Voices* (NBC)

TELEVISION

Category
No. 1—Education
1—*John Hopkins Science Review* (DuMont)
2—*The Nature of Things*, with Dr. Roy Marshall (NBC)
Local: *The Mobilization Story* (Series) (WOR)
No. 2—Entertainment
1—*Jimmy Durante Show* (NBC)
2—*Paul Whiteman Show* (ABC)
Citations:
1—*The Joyful Hour* (of the *Family Hour* Series) (WOR)
2—The opera *Carmen* (CBS)
No. 3—News
1—ABC—For its coverage of the UN
No. 4—Children
1—*Zoo Parade* (NBC)
2—*Panhandle Pete and Jennifer* (NBC)
Citations:
Mr. I. Magination (CBS)
Super Circus (ABC)
Lucky Pup (CBS)
Hopalong Cassidy (NBC)
Members who served as sub-committee chairmen are:
News: Mrs. William Dick Sporborg
Education: Miss Henriette Harrison
Youth: Miss Elizabeth McStea
International Understanding: Dr. Arno Huth
Music: Mrs. Ruth Ottaway Sokoloff
Drama: Since Mr. Robert Bell, who had served as chairman of this sub-committee is now working for a network and could no longer serve on the Listening Post, this category was carried by the committee as a whole.

HILL DEBATES

Radio-TV Coverage Urged

RADIO-TV coverage of important sessions of the U. S. House of Representatives was proposed Friday by Rep. J. K. Javits (R-Lib-N. Y.). To implement his suggestion, the Congressman introduced a resolution in the House which would amend the lower chamber's rules.

Rep. Javits said the broadcasts and telecasts could follow the pattern of the "extremely successful television coverage of the debates of the Security Council and General Assembly of the United Nations at their current sessions."

Noting he discussed the project with "the leading television broadcasters in the East," Rep. Javits said they agreed that coverage would be given to "principal debates of the House if permitted to do so."

TV Coverage

The Congressman pointed to current coverage of TV stations in the major cities of the U. S., the 10 million TV sets now in use and to the 750,000 per month rate of new set sales. "To this network should be added the over 3,000 AM and FM broadcasting stations reaching practically every one of the 45 million American families," he said.

Rep. Javits added: "Members of Congress are constantly faced with the problem of keeping their constituents informed as to the positions they are taking on public issues and of being sure that this information is accurate. Through the medium of television and radio, designed to supplement the Capitol's extensive and excellent press coverage, every member has an opportunity to reach in a direct and effective way his own home community."

Problem of radio-TV originations from the House would be eased considerably at the newly remodeled chamber because of the now completed installation of full facilities [BROADCASTING • TELECASTING, Jan. 1].

ARMY AID

Offered Radio Executives

MAJOR GEN. Floyd L. Parks, Army information chief, said last Thursday that the Army was "happy" to cooperate with the National Assn. of Broadcasters' Broadcast Advisory Council and representatives of the Radio Correspondent's Assn.

Gen. Parks was addressing the Radio Executives Club of New York, meeting at the Waldorf-Astoria.

By cooperating, a mutual course of action of getting facts to the people could be worked out, said Gen. Parks. Acquainting the people with facts, he underscored, was the chief responsibility of radio and television.

As part of the Army cooperation, Gen. Parks said that footage from Korea is being made available for television release as soon as it can be screened.

Radio Roundup

FOR the first time in its history the San Antonio Advertising Club has an all-radio slate of officers for 1951. Elected were Bob Roth, KONO assistant manager, president; John W. Fraser Jr., of the KABC sales department, vice president, and Ruth Burleson, KCOR, secretary-treasurer. All stations are in San Antonio.

IBEW PROTEST

WBBM 'Profanity' Firing

INTERNATIONAL Brotherhood of Electrical Workers last week protested in Chicago against the firing of three engineers along with three announcers from WBBM-CBS Chicago after inadvertent broadcast of profanity New Year's Day [BROADCASTING • TELECASTING, Jan. 8]. A spokesman from IBEW, terming the action "completely unjustified," said the union will complain "loud and long."

IBEW notified CBS Central Division Vice President H. Leslie Atlass that it seeks arbitration in the matter. In a letter of acknowledgement of the notice, Mr. Atlass reportedly enclosed a copy of a letter dated Jan. 10 by Frank Falknor, vice president in charge of operations for the network, to the IBEW international office.

Mr. Falknor's stand reportedly hinged on the fact that the firing was justifiable in the light of lengthy examination and investigation by the network and station as to causes of the engineering and announcing slip-up, which permitted an estimated five seconds of profanity to go out over the air. CBS does not consider arbitration "necessary," but will cooperate in such a move, Mr. Falknor reportedly wrote the union.

Final OK on a petition for arbitration is expected by the Chicago local from the international office this week. Union's defense for the engineers is they were working from a "blind, standby studio" into which no engineer could see. The warning light which flashed on as the mike went live was understood to have been behind the announcer as he talked with another member of the staff.

Charles Dewey Named

APPOINTMENT of Charles E. Dewey Jr., consulting radio engineer and former manager of WKJF Pittsburgh, to the post of director of Missouri civil defense communications, has been announced by Ralph W. Hammond, director of civil defense for the state of Missouri. Mr. Dewey is a native of Jefferson City, Mo., and has been responsible for the design and construction of WFGF Kalamazoo, Mich.; WBCK Battle Creek, Mich.; WDYK Cumberland, Md., and WJER Dover, Ohio. During the war, Mr. Dewey was a radar engineer for Raytheon Mfg. Co., Waltham, Mass.

PRESTO SR-950's pay off for WFDR

Chief Engineer BUD ARNOW praises PRESTO's performance... low maintenance after 1,000-reel test

WHEN NEW YORK'S STATION WFDR went on the air last summer, they were faced with a major recording assignment: "taping" a Kaiser-Frazer sponsored news program with Joseph C. Harsch and Marquis Childs which was sent over-the-line from Washington. Not only did this show have to be recorded for delayed broadcast on WFDR, but the station was responsible for sending copies of the program, with specially dubbed commercials, to its sister stations in Detroit, Cleveland, Chattanooga and Los Angeles the same night.

Within half an hour of the time the show is recorded, commercials are added, additional copies are recorded and the tapes rushed to airport and railroad station for immediate shipment across the country. Additional flexibility and fast operation is provided by the coupling of four PRESTO SR-950's with a remote control system, allowing the operator to completely control the machines from his chair at the console.

More than 1,000 reels of tape have been used since WFDR installed its new PRESTOS. "The speed of such an operation and the need for dependable, high quality equipment were reasons for our selecting the PRESTO SR-950's," says Chief Engineer Bud Arnow. "After several months of rigorous use, we find the selection completely justified."

WFDR's unique use of PRESTO equipment is further evidence that wherever fine recording is done . . . it's PRESTO two to one.

PRESTO
RECORDING CORPORATION
Paramus, New Jersey
Mailing Address:
Box 500, Hackensack, New Jersey

In Canada:
Walter P. Downs, Ltd.
Dominion Sq. Bldg.
Montreal, Canada

Overseas:
M. Simons & Son Co., Inc.
25 Warren Street
New York, New York

wherever you go . . . there's PRESTO!

KVOO
OKLAHOMA'S GREATEST STATION FOR 25 YEARS

54.7%
of Oklahoma Factory Workers Blanketed ONLY By KVOO

In the concentrated Tulsa Market (34.8% of Oklahoma's Land Area) are 46.8% of Oklahoma's manufacturing plants employing 54.7% of Oklahoma's factory workers. These workers are paid 58.5% of total wages earned by all of the industrial workers in the state.

These are Pre-Korea Dept. of Commerce figures. With defense contracts pouring into these plants, the number of workers and their already great buying power is INCREASING, making the No. 1 Oklahoma Market even BETTER!

ONLY KVOO blankets this market, in addition to bonus coverage of rich counties in Missouri, Kansas and Arkansas.

Edward Petry & Co. Inc.
National Representatives

NBC AFFILIATE
50,000 Watts

KVOO
BLANKETS OKLAHOMA'S NO. 1 MARKET

KOREAN GAG

More Stringent Censorship Clamped on News

STRINGENT censorship of all radio and press dispatches out of the Far Eastern theatre of operations—Tokyo and Korea—was ordered last week by the U. S. 8th Army, which usurped complete authority over the flow of all military information from the front.

The newly-imposed regulations supersede directives previously laid down as a guide by the 8th Army for dispatches filed from Korea alone and designed merely to "screen" stories from radio newsmen and press correspondents [BROADCASTING • TELECASTING, Dec. 25, 18, 1950] without recourse to reprimanding measures.

Highlights in the censorship battle, which portended drastic penalties for correspondents violating security and curtailment of on-the-spot Tokyo radio coverage, were these:

● Gen. Douglas MacArthur's Tokyo Command turned over complete responsibility for military censorship to 8th Army Headquarters, ceasing to issue news communiques and censor copy involving UN Korea ground forces.

● A "fact-finding" committee was named by the foreign correspondents corps in Tokyo to secure a clarification of the ruling and to make concrete recommendations to military authorities.

● Sen. Wayne Morse (R-Ore.) asked the Dept. of Defense for a copy of the censorship directive, which he questioned as being possibly "too drastic."

● Maj. Gen. Floyd L. Parks, Army Chief of Information, denied published reports that Gen. MacArthur had been "gagged" by the Pentagon.

Sen. Morse said he had been apprised of the order by Sherman Washburne, commentator at KEX Portland, Ore., and stated he would present it to the Senate Armed Services Committee, looking toward a possible probe.

Nine Points

The new code, amounting to virtual wartime censorship, listed nine points in the forbidden category, carrying with it stiff penalties—suspension of all privileges or possible court martial.

"The violator may be subject to disciplinary action because of an intentional violation of these and other regulations, either in letter or in spirit, and in extreme cases of offense where investigation proves the circumstances warrant the correspondent may be placed in arrest to await deportation or trial by court martial," the announcement said.

In announcing that the 8th Army had taken complete control over information channels, Col. M. P. Echols, Gen. MacArthur's public relations officer, said its main purpose is to eliminate "inconsistency in censorship" and to give the 8th Army direct control over field operations.

Gen. Parks told the Radio Executives Club in New York that censorship is "an effort to buy time . . . not a permanent action to conceal mistakes," and felt the rules may be modified.

At the same time, similar direct authority was extended to U. S. Air Force and Navy commands representing those forces in Korea action.

The code forbids, unless authorized:

Mention of identity of organizations in the combat and communications zones; quoting officers; revealing that any sector in Korea is occupied by American troops until confirmed by the enemy as fact; stating that any town is so occupied unless "essential to a news story"; mention of any base port, communications center; ship or rail movements; discussion of allied air power; mention of number of troops; effect of enemy fire or bombardment; mention of information on strength, efficiency, morale or organization of allied forces . . .

The field correspondents, who set up the fact-finding group, promised to cooperate with Army authorities but, at the same time, questioned whether political censorship might not also be imposed. Many favored only partial or field censorship, pointing out that communications by unfriendly powers are not likewise subject to security curbs in Tokyo now invoked against radio and press.

Some correspondents have complained the past fortnight that some portions of news dispatches reaching Tokyo have been severely cut. Others questioned a ban on use of the word "retreat" contrasted to the more euphemistic word "withdrawal."

Under the new order field censors will analyze all news copy and notify any correspondent of a security breach permitting him to change the story or hold it until security is no longer involved. Normally news stories are held for a minimum delay of one hour.

JOHN C. BELL

WBRC Founder Dead

JOHN C. BELL, 48, founder of WBRC Birmingham, Ala., died at his home in Birmingham, Jan. 5 after a long illness.

Born in Chattanooga, Tenn., Mr. Bell moved to Birmingham and in 1925 organized the Bell Broadcasting Corp., founded WBRC and started broadcasting with equipment he and his early workers built themselves.

In 1946, Mr. Bell sold his interest in WBRC and bought WFOY St. Augustine, Fla., although he continued to live in Birmingham. Mr. Bell was also a former director of the NAB and a leading radio engineering consultant.

Survivors are his widow, Mrs. Mary Clayton Bell; a daughter, Mrs. W. T. Mars and his parents, Mr. and Mrs. John H. Bell.

SONGSTRESS FRIEDA

For Old Gold VIP Show

COMR. FRIEDA B. HENNOCK of the FCC is slated to turn radio and television talent to help put over a benefit performance by Ted Mack and his *Original Amateur Hour* later this month when the program becomes the *VIP Amateur Hour*.

Comr. Hennock who is scheduled as a vocal soloist, is one of more than a hundred government officials and congressmen who will devote their time and talent to the benefit show. The program, to be broadcast for 45-minutes over ABC, beginning at 9 p.m., Jan. 25, and 10-11 p.m. over NBC-TV, is designed to help raise funds for the Associated Services for the Armed Forces. Helping in the support of the program is the Women's National Press Club of Washington, D. C.

Last year, the Ted Mack show put on a benefit performance for the American Heart Assn. national campaign, which also featured Washington VIPs [FEATURE OF THE WEEK, Jan. 30, 1950]. This year again the broadcast will originate from Constitution Hall in Washington and the telecast from International Theatre, New York. Old Gold cigarettes (P. Lorillard Co.), the *Amateur Hour* sponsor, is donating the time. VIPs will include Vice President Alben P. Barkley, House Speaker Sam Rayburn (D-Tex.), cabinet members, ambassadors, and high ranking officers of the armed services.

HEAR LIBEL SUIT

Howser vs. Drew Pearson

LIBEL suit against Drew Pearson, radio-newspaper commentator, will go to trial today (Monday) in U. S. District Court, D. C., with Fred N. Howser, ex-attorney general of California as plaintiff. Judge Alexander M. Holtzoff will preside.

Mr. Howser charges that the commentator libeled him Sept. 12, 1948, on an ABC network broadcast by charging he had accepted a $1,200 bribe from a well-known gambler. At that time Mr. Howser was district attorney for Los Angeles County.

The commentator is charged with saying that he had an affidavit that 12 $100 bills had been accepted by Mr. Howser as "protection money." Representing Mr. Howser are Herbert M. Bingham and Roger Robb. Mr. Pearson's attorney is William P. Rogers.

Tele-Tone To Relocate

TELE-TONE Radio Corp. is moving its entire New York City operations to Bayway Terminal, Elizabeth, N. J., effective Jan. 31, to get space for defense production and to get out of a crowded metropolitan target area, Sol W. Gross, president, announced last week.

MANPOWER PROBLEM

Initial Study Begun

INITIAL study by Congress and the government of the nation's manpower picture got underway publicly last week against a backdrop of accelerated arms production and imminent wage stabilization.

Authorities agreed that while Congressional hearings on selective service requirements and other manpower problems—and government sessions on wage stabilization—would be held at top-level, the ramifications potentially would be felt down the line of electronics, broadcast and other industries.

The impact of revision of the selective service system and policy on reserve officers, plus the wage freeze (see separate story), almost certainly will be felt by electronics-communications manufacturers, networks, and individual stations.

At the present time, reports of labor shortages by stations largely have been localized. But government labor officials, stressing need for a firm policy for a nationwide manpower setup, have approved plans to establish regional and area management-labor committees where significant shortages "exist or impend," as well as interagency groups.

Congress last Wednesday turned the spotlight on manpower with opening of hearings by the Senate Preparedness Subcommittee under the chairmanship of Sen. Lyndon Johnson (D.-Texas). Defense Dept. officials, headed by Secretary George C. Marshall, and authorities of other government agencies and departments testified, appearing with specific recommendations of their particular departments.

Delayed Impact

The full impact on the electronics-broadcast industries is not expected to materialize until and unless Congress gives the go-ahead sign to President Truman's request for a 3½ million armed service pool. Authorities point out that, while the Labor and Commerce Depts. have compiled "essential industry" lists, the Selective Service System neither technically nor officially has recognized occupational deferments.

Once the draft has been built up to requested size, both departments may actively push local draft boards to make special deferments in such industries as radio-TV and electronics production manufacturing firms.

With the advent of wage stabilization and growing military demands, a severe manpower shortage would result, according to Richard Doherty, director of NAB's employe-employer relations, with stations losing reserve and other experienced personnel to the armed services, clerical employes to non-radio industries whose wage ceiling may be higher, especially newly-created agencies; and staff men to larger stations or networks with higher pay scales.

With over 2,000 stations in operation today, as compared to some 400 during World War II, the competition for skilled manpower would heighten, he also pointed out.

The Wage Stabilization Board called a meeting of representatives of top industry groups last week at the Statler Hotel, Washington. With top-level hearings entailing participation of such groups as the National Assn. of Manufacturers, Committee on Economic Development and others, topics covering discussions reflecting indirectly on company bonus systems, profits and other issues.

Earlier, in addition to announcing plans and procedures to be followed in establishment and operation of 13 regional committees to study labor shortages, the Labor Dept. also proposed local interagency defense manpower committees, with a view to coordination and cooperation among claimant agencies and overall government mobilization planning. They will work with the area labor-management groups.

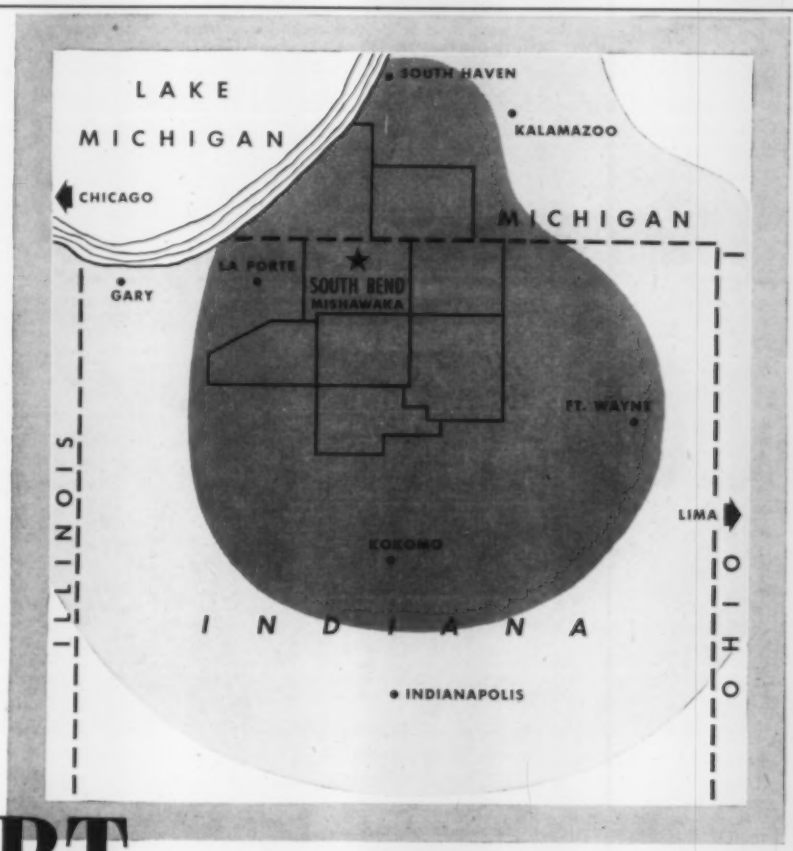
Upswing Anticipated

Prospect for a surge in electronics employment also was outlined by Robert C. Goodwin, director of the Labor Dept's Office of Defense Manpower—just prior to creation of the Office of Defense Mobilization, which is expected to wield authority over manpower problems.

Electronic equipment and producers of their component parts "will experience a particularly rapid expansion in production and employment," according to Mr. Goodwin. Additionally, civil defense activities will take up substantial personnel employed by the government, he added. At the same time local employment offices have received a guide containing techniques for improving in-plant use of manpower.

To this end, Mr. Goodwin said, federal agencies will, insofar as possible, consider the adequacy of labor supplies in specific localities in scheduling electronics and communications production.

"Meeting the manpower requirements of defense-connected establishments will draw workers not only from outside the labor force but also from civilian industry jobs," Mr. Goodwin declared. "In coming months at least two million additional workers may be expected to shift from civilian to defense production . . ."



WSBT FOR A BILLION DOLLAR BONUS

In reaching the South Bend-Mishawaka trading area nothing equals WSBT. This station is a great buy on any schedule, delivering a half-billion dollar market all by itself. BEYOND THIS, WSBT is the outstanding station throughout its primary area, *adding another billion dollars* to the WSBT market. Check it for yourself—from Sales Management figures and Hooperratings. (Every CBS show on WSBT enjoys a higher Hooper than the network average.) For a tremendous bonus buy, buy WSBT.

WSBT SOUTH BEND
5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

RADIO POWER

Cited by Harper

WORLD'S most powerful communication system, built with the support of advertising, provides the U. S. with a devastating weapon possessed by no other nation, Marion Harper Jr., president of McCann-Erickson, told the Washington Ad Club last Tuesday.

Radio, TV and other media should be used to mobilize minds, he said, recalling that in World War II 85 million persons bought small war bonds as media donated $350 million in time and space.

Emphasizing the power of electronic media, he said 74% of the people listen one or more times a day to 2,231 radio stations, with 97% of all homes having sets that are used 23 hours a week in summer and 33 hours a week in winter. He said TV sets are used 26 hours a week in summer, 36 in winter.

"The nation's radio bill is less than the budget of the Bureau of Public Roads," Mr. Harper declared. He recalled that a very minor TV campaign on WRGB (TV) Schenectady, N. Y., sponsored by Beverwyck beer at slight cost, "had induced 102,000 people to draw faces on bodies."

"There are fewer advertising specialists in the United States than employes at Macy's," he said. "They represent a precious commodity as professional mobilizers of opinion. Advertising media provide a proved reserve of power to mobilize opinion and support for what lies ahead."

NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
EXTRA-WEEK NOV. 26-DEC. 2, 1950

EVENING, ONCE-A-WEEK

Current Rank	Previous Rank	Program	Current Rating Homes %
1	1	Lux Radio Theatre (CBS)	22.8
2	2	Jack Benny (CBS)	22.1
3	3	Charlie McCarthy (CBS)	19.5
4	5	Amos 'n' Andy (CBS)	17.9
5	7	My Friend Irma (CBS)	17.4
6	4	Godfrey's Talent Scouts (CBS)	17.3
7	8	Red Skelton (CBS)	17.2
8	14	Our Miss Brooks (CBS)	15.5
9	27	Mr. District Attorney (NBC)	15.3
10	10	Mr. Chameleon (CBS)	15.2

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.
(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

Copyright 1951 by A. C. NIELSEN CO.

WLW Capital Series

TWICE weekly series of interviews with government officials last Tuesday marked the opening of new WLW Cincinnati studios in Washington's Wardman Park Hotel. Program, titled *Washington Speaks* and featuring Gil Kingsbury, WLW capital correspondent, is aired by direct line to Cincinnati listeners and also to WINS New York, Crosley outlet. WLW contracted with WWDC Washington for engineering services to build the Washington origination point. WWDC also is supplying technical assistance for programs.

ELECTION PROBE

Huber, Macy Contest Seats

TWO defeated Congressmen—one active in framing legislation touching on station ownership, the other associated indirectly with radio interests—are among those currently being disputed in post-election action.

The House Campaign Investigating Committee revealed a fortnight ago that Rep. Walter Huber (D-Ohio), author of a bill (HR 9865) to prohibit future newspaper ownership of broadcast stations, and Rep. W. Kingsland Macy (R-N. Y.) would contest their seats. An investigation of their complaints will be handled by the House Administration Committee of the 82d Congress.

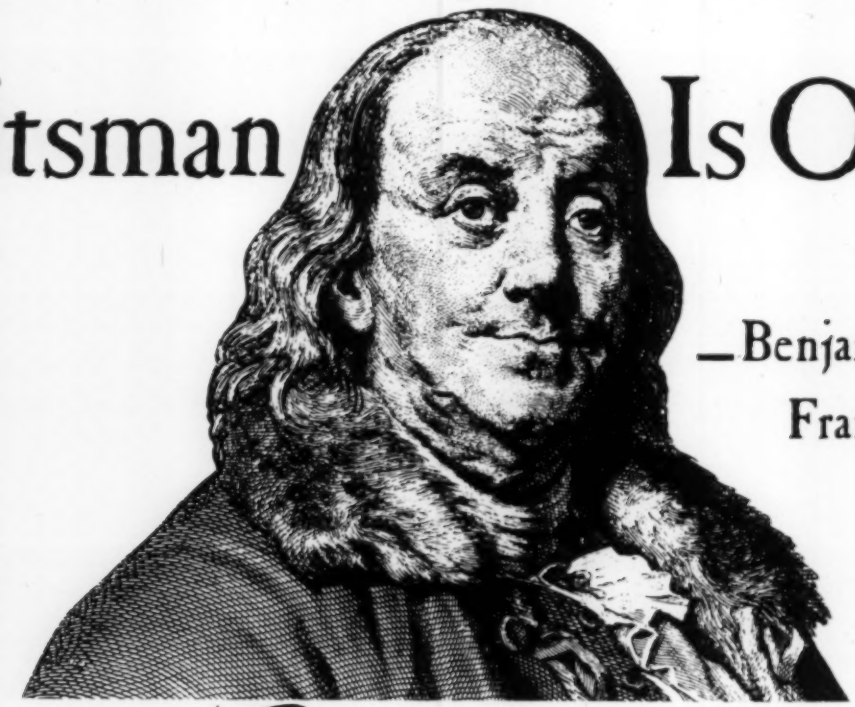
Rep. Huber, whose measure died with the 81st Congress, was beaten out in Ohio's 14th District [BROADCASTING • TELECASTING, Dec. 11, 4, 1950] by Republican William W. Ayres. Rep. Macy's brother, Valentine, is president of Westchester Broadcasting Corp., licensee of WFAS White Plains, N. Y.

In the case of Congressman Huber, the campaign committee reported that printing of ballots and rotation of names on voting machines in the 14th District did not conform to the state's constitution.

WFCI Transfer Sought

TRANSFER of WFCI Providence, R. I., to Attorney General J. Howard McGrath as executor of the estate of Frank F. Crook, former business associate, was sought in an application filed Jan. 5 with FCC. Mr. Crook, 70% owner of WFCI, was killed in an automobile accident Dec. 1.

"A Craftsman Is Only A



—Benjamin Franklin

Soundcraft

REEVES Soundcraft CORPORATION

10 East 52nd Street, New York 22, N. Y.

PHILCO SALES
Show $335 Million in '50

PHILCO CORP. has just completed the biggest year in its history, with total sales of approximately $335 million, William Balderston, president, announced to company distributors at a meeting last week in Chicago. Television showed the most substantial increase of all Philco products with 1950 production and sales 300% as great as in 1949.

After allowing for federal income and excise profits taxes, earnings of Philco Corp. in 1950 were approximately $4.50 per share on the company's common stock, which was split two-for-one in December.

"The prospect for 1951 is a gradual tapering-off of civilian business and a substantial increase in production for the government in our electronic and appliance division," Mr. Balderston stated. "The President has asked for a four-fold increase in electronic production for defense by the end of 1951. We propose to give the government even more than that." He declared:

"While the government is developing its defense program and placing orders with manufacturers, it is vital that civilian production be kept going so that the facilities and experienced organization in each industry will be there when needed to carry out their defense assignment. At the peak of the defense program, as it now appears, the overall output of the electronics industry will substantially exceed the 1950 peacetime total of about $2 billion."

HIDDEN under "The Thing" is an innocent doorprize which Gilbert A. Starr (l), account executive with Chambers & Wiswell, Boston agency, receives from Boston Radio Executives Club President Harold Fellows, WEEI Boston, at last month's Christmas Frolic. In spite of "The Thing's" horrid appearance, the doorprize turned out to be very pleasant for Mr. Starr—a handsome hamper of assorted liqueurs.

KOOL Phoenix has sent 75 pounds of promotional reports and scrapbooks to CBS this year as evidence of station's promotional activity.

NBC *Live Like a Millionaire*, former Hollywood origination, moves to New York. Program produced by Masterson, Reddy & Nelson who accompany show east. General Mills sponsors.

Defense Orders

ORDERS for electronics and other equipment totaling $74,447,264 were let by the Dept. of Defense for the week ended Dec. 28, the Dept. of Commerce's Chicago field office has revealed. Largest contract was awarded to Hoffman Radio Corp., Los Angeles, which drew $2,761,725 for radio equipment. Another $1 million order was issued to General Communications Co., Boston, for items described as "test sets."

SPORTS CLINIC
To Convene Feb. 26-28

TIPS on live and re-created sports broadcasts and telecasts, with sports announcers expounding views on successful formulas, will command the attention of Florida and other southeastern radio personnel who are slated to convene in Gainesville, Fla., Feb. 26-28 for a clinic sponsored by the state's General Extension Division in cooperation with the Florida Assn. of Broadcasters.

Headlining the list of speakers will be Walter (Red) Barber, CBS sports director and announcer; Al Helfer, MBS sportscaster who handles Mutual's *Game of the Day;* and "Rosey" Roswell, Pittsburgh baseball announcer. Burt Shotton, former Brooklyn Dodgers manager, also will speak.

Football also will be emphasized in talks and demonstrations, with Jack Cummins, sports director of WTVJ(TV) Miami, covering the sport from the re-creation angle. Mr. Helfer will discuss the live broadcast, detailing use of spotting boards and other mechanical devices used in football coverage. Techniques of general TV sports broadcasts will be explored by George Walsh, WFIL-TV Philadelphia.

ASSOCIATED Program Service, N. Y., announces special Valentine's Day program for its subscriber stations. Show features Mindy Carson.

ly As Good As His Tools!"

YOU will find the best in recording apparati comes from the Reeves Soundcraft Laboratories. Magnetic tape with ten distinct features that contribute to its higher efficiency and fidelity; an assortment of recording discs to answer every requirement—a sensational line backed by the greater integrity and experience of the Reeves name, for twenty years a foremost manufacturer of recording and electronics accessories.

Soundcraft tape is made in all types and lengths to accommodate all tape recorders.

Soundcraft recording discs available in a variety of sizes, single and double face.

ON REEVES—"20 YEARS WITH SOUND RECORDING MEDIA"

Export—Reeves Equipment Corp., 10 East 52nd St., New York 22, N. Y.

MAIL ORDER DEALS

PROSECUTION of a mail order agency handling toys loomed at the weekend as stations in widely separated parts of the country complained that some listeners are not getting the products they paid for prior to the holidays.

Surge of complaints against one mail-order agency has stimulated demand for an agency recognition system in broadcasting, similar to protective systems operated by competing media.

Prospective legal action took two forms:

● The Bureau of the Chief Inspector, U. S. Post Office Dept., is investigating complaints said to involve a New York agency, Midland Adv. Agency, now described by the department as "out of business."

● WATG Ashland, Ohio, proposes that stations having a complaint against the agency start joint prosecution [BROADCASTING • TELECASTING, Jan. 8, 1].

Creation of an agency recognition system would protect broadcasters from fly-by-night agencies, according to J. F. Koons, head of Midland Adv. Agency, Cincinnati, 27-year-old firm handling a large volume of radio and television business. Mr. Koons was checked because of the similarity of the name of his firm and that in New York.

The Cincinnati firm bears no relation to any other agency using the Midland name, Mr. Koons said, and has not maintained any branch offices.

As to station prosecution, Robert M. Beer, co-owner of WATG, urged stations to contact him if they were interested in starting civil or criminal proceedings because some listeners had sent dollar bills in response to announcements and had not received the toys.

"All stations having complaints should join in legal action and prosecute those who operate a fraudulent business," he told BROADCASTING • TELECASTING. "Such frauds cause incalculable harm to the reputation of stations and destroy listeners' faith.

"Stations having complaints should share the cost of prosecuting a company that operates this type of business," he said.

Effort to Contact Fails

BROADCASTING • TELECASTING made further efforts to contact Midland Adv. Agency at its New York address, 420 Madison Ave., but was unsuccessful. Previously it had been learned that Midland had referred inquiries to Forty Toys Inc. at 80 E. 11th St., New York, where it was found that Forty Toys Inc. shared an office with Inter-Ocean Trading Co. and Exchange Military Supply Co. An office employe said J. L. Barker was president of Forty Toys Inc. but he had gone on a vacation.

U. S. postal officials said the department has been looking into two other radio mail-order accounts, Ornaments Ltd. and Hartman Co., Los Angeles [BROADCASTING • TELECASTING, Jan. 1].

Among typical experiences of stations was that of WORZ Orlando, Fla. According to Eugene D. Hill, WORZ general and commercial manager, the station cancelled its account after one announcement and sent letters to all who responded. The station refunded about $375, according to Mr. Hill.

W. Emmett Brooks, president of WEBJ Brewton, Ala., broadcast the entire story of the station's experience with Midland Adv. Agency, New York, frankly telling listeners they had acted in good faith and apologizing for inconvenience and disappointment that resulted.

Since the station did not keep a list of orders forwarded to New York, it invited listeners to write WEBJ and promised to send a check, adding the station has "as much confidence in the honesty of our listeners as we want them to have in us." WEBJ said it plans to join with other stations and newspapers "which were victims of this scheme in attempting to see that criminal prosecution is started against those who carried it out."

In a complaint on per inquiry advertising James S. Rivers, president of Southeastern Broadcasting System and WMJM Cordele, Ga., said Southeastern had never endorsed a deal offered by Gateway Sales Inc., Atlanta [BROADCASTING • TELECASTING, Jan. 1]. J. B. Brannon of Gateway, in a letter to stations, wrote that Southeastern outlets had carried the account.

Rivers' Answer

"There are three stations that belong to Southeastern Broadcasting System," Mr. Rivers said, "and at no time have I given Gateway Sales or any other company permission to use our name." Mr. Rivers stated flatly that Southeastern has not handled such business. "I do not take or believe in P. I. deals," he said.

NAB's Legal Dept. is conducting an investigation of mail-order accounts.

The agency recognition movement has been dormant in broadcasting circles for several years. Shortly after World War II the NAB Broadcast Advertising Dept., then under direction of Frank E. Pellegrin, now of H-R Representatives Inc., made a study of the agency recognition question.

Creation of such an agency was discussed several times at NAB board meetings but no action was taken. Though other media maintain agency recognition facilities, NAB was deterred by what was described as lack of industry interest as well as danger of damage suits.

In other media, the recognition bureaus keep in close touch with advertising agencies, much as retail credit bureaus operate, and collect data on the affairs of these agencies for the benefit of subscribers.

Speaking for the quarter-century-old Midland Adv. Agency in Cincinnati, located in the First National Bank Bldg., Mr. Koons said he had never heard of an agency by that name in New York.

Decries Lack of Standards

"I've never had a P. I. account in my life," Mr. Koons told BROADCASTING • TELECASTING. "Why don't stations demand recognition of advertising agencies. The ANPA in the newspaper field, magazines and outdoor media have agency recognition standards. The burden in fraud cases rests on broadcasting station credit managers. They should look up agencies before doing business with them.

"I'm constantly amazed there are no credit rules in broadcasting. It's very careless of stations to do business with any outfit that sets up any place. They can call themselves U. S. Steel, N. W. Ayer or any other name that suits them."

The Midland agency handles such accounts as Burger Brewing Co., Cincinnati Automobile Club, regional and national food accounts, and several insurance companies.

Prosecution Planned

'Jolting Joe'

FRIENDS are making up all kinds of nicknames for Joe L. Smith Jr. these days. The sprightly, small-statured president of WJLS Beckley, WKNA Charleston, WKWK Wheeling, all W. Va., stepped out of his car a month ago, slipped on the West Virginia ice of his driveway and proceeded to break a leg. Now he's "Mighty Mite" and "Jolting Joe" to some of the folks that know him. Instead of calling for help, he climbed back into the car and drove to a local hospital where he had the leg put in a cast and then drove home again, where he dutifully went to bed for four weeks convalescence.

Assignments Listed

LIST of assignments in the bands below 27,500 kc, especially those 2000-3500 kc (including broadcast remote pickup services) and which are to be recommended for international registration has been reported by FCC. Registration is made with the International Telecommunication Union. Respecting the remote pickup proposals, list included comments of NBC-RCA criticizing frequency separations as inadequate and opposing limitations on hours of usage.

We've Arrived!
We've the Figures to Prove That...

We're No Longer Squalling Brats!

MIAMI (Dade County) Ranks 4th Among All Official Metropolitan County Areas in Percentage of Population Growth Since 1940!* Among All Cities in Its Population Group...the Miami Area Ranks 1st in Percentage of Population Increase!*

WIOD (Miami-NBC) Passed Its First Quarter Century Mark This Month! And, Proud We Are to Have Had a Part in the Growth and Development of Miami Into One of the Top Markets in the Entire South! Selling Did It! For the Facts and Figures, Call Our Rep...George P. Hollingbery Co.

*1950 U. S. Census

JAMES M. LeGATE, General Manager
5,000 WATTS • 610 KC • NBC

FTC POLICY

To Utilize Injunctive Power In Food and Drug Cases

DECLARATION of policy calling for greater use of its injunctive power in cases involving alleged false advertising by food and drug firms—habitually among the top product groups in radio-TV network gross sales—was announced by the Federal Trade Commission last Thursday.

The commission promised to seek injunctive relief "not only when health is seriously endangered but also when the public is threatened with 'irreparable and substantial financial injury' " and where it appears "that the public interest requires such action." Foods, drugs, therapeutic devices and cosmetics fall under the new policy.

FTC has been armed with injunctive power since passage of the 1938 Wheeler-Lee amendment to the Trade Commission Act, but used it sparingly at first and not at all since 1943.

Declaration of policy, it was understood, is directed largely at newer drug firms, some of whose advertisements reportedly were "extravagant" in tenor, and on the basis of complaints from more established companies who protested such copy placed them in an unfair competitive position. Most of the questionable ads, authorities pointed out, were published spreads, though the commission's announced policy would, of course, apply equally to deceptive broadcast copy, said to be in the minority.

FTC's Planned Action

FTC served notice last week that it would seek a "temporary injunction or restraining order" prohibiting continued use of alleged false advertising pending its final disposition of the case (formal complaint). FTC would appeal to the U. S. District Court in that area in which the company is located or transacts business.

One factor behind the commission's new policy is a recent report by the House Small Business Committee which scored FTC for delay in handling cases involving deceptive advertising and not using its injunctive powers sufficiently. The report, issued by Chairman Wright Patman (D-Tex.), was especially critical of FTC for lack of policing of drug advertisements.

Greater use of injunctive powers is designed to stifle firms who may be wont to continue their advertising practices after FTC has issued a complaint and while the case is being processed, it was said. Many of FTC's cases have dragged through ordinary channels over a period of years.

Another factor in new FTC policy, authorities explained, is that at least three of the present five commissioners—Chairman James Mead and Comrs. Stephen Spingarn and John Carson—are comparatively new and therefore less familiar with the background of cases which have spread out over a long period of time.

On the basis of copy set aside monthly by FTC's Radio and Periodical Division as being possibly "objectionable" and thereby requiring further study, radio continuities have consistently attained a cleaner bill of health than most other competing media, especially newspaper copy. Last October, for example, radio claimed the best mark with 2%, while newspapers and magazines trailed with 5% and 6½%, respectively. On the other hand, 7½% of all TV continuities were set aside during the month [BROADCASTING • TELECASTING, Nov. 27, 1950].

High Billings

Last year, food and drug categories ranked high in radio-TV network gross sales. In television, Food & Food Products grossed $4,184,644 over a 10-month period (January-October), giving it second ranking in product groups. Drugs & Remedies accounted for $241,415 [BROADCASTING • TELECASTING, Jan. 8].

In radio network sales, Food & Food Products ranked first for a similar period with $37,086,543, while Drugs & Remedies notched third place with $20,263,449 [BROADCASTING • TELECASTING, Jan. 1].

Partial text of FTC's new policy:

In those instances where it appears to the Commission that the public interest requires such action, it is the policy of the Commission to apply to the courts for injunctive relief pursuant to the provisions of Sec. 13 of the Federal Trade Commission Act, when it has reason to believe that:

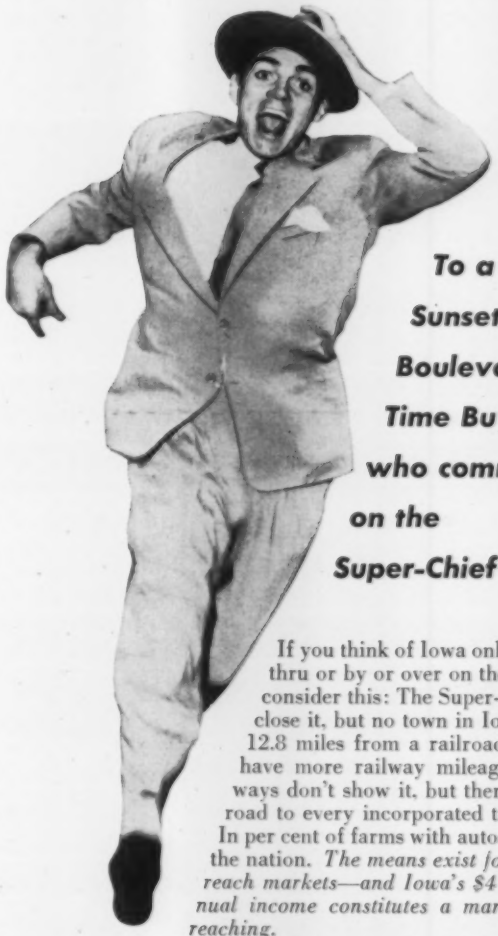
1. The advertising of a product is false in a material respect and there is reasonable probability that the use of the product may cause serious injury to health;

2. A product is falsely represented in advertisements as an adequate treatment for conditions in which the failure to administer adequate treatment may seriously imperil health;

3. The advertising of a product is false in a material respect and there is reasonable probability that its dissemination will result in irreparable and substantial financial injury to the public.

Spingarn Sworn In

STEPHEN J. SPINGARN, formerly administrative assistant to the President, was sworn in as a member of Federal Trade Commission Jan. 4. Mr. Spingarn, who has been serving under recess appointment as a commissioner since last October, fills the unexpired term of the late Ewin L. Davis, ending Sept. 25, 1953. The oath was administered by Robert H. Jackson, associate justice of the U. S. Supreme Court, amid ceremonies attended by members of Congress, White House and government associates and members of FTC. Mr. Spingarn joined the White House staff in February 1949 after service with the Treasury Dept. as assistant general counsel.



To a Sunset Boulevard Time Buyer who commutes on the Super-Chief

If you think of Iowa only as a place to pass thru or by or over on the way East, please consider this: The Super-Chief doesn't disclose it, but no town in Iowa is more than 12.8 miles from a railroad; only 3 states have more railway mileage. Thru highways don't show it, but there's a surfaced road to every incorporated town in Iowa. In per cent of farms with autos, Iowa leads the nation. *The means exist for Iowans to reach markets—and Iowa's $4 billion annual income constitutes a market worth reaching.*

Contrary to Hollywood gag-writers, all Iowans are not in California. Furthermore, those who stay home take off their shoes before going to sleep. Their little women order furniture moved around, make scenes about cigarette ashes, buy mink coats, chew gum, and read books. *Iowans also display their normality by listening to the radio, with 97.1% of the families owning one or more radios.*

Besides transcontinental airplanes, Iowa air contains WMT's strong signal. In WMTland 600 kc means music hall, stage, and news. Information and entertainment pour up WMT's masts and come out in the minds of more than a million listeners. When you buy time on WMT, your client's advertising reaches responsive customers to whom the station is an important part of normal living.

The Katz Agency man will provide full data upon request.

WMT CEDAR RAPIDS

5000 WATTS, 600 KC

DAY AND NIGHT

BASIC COLUMBIA NETWORK

RADIO WINNERS
Effort in Pa. Week Cited

RADIO AWARD winners in a contest held in connection with the 1950 Pennsylvania Week have been announced by Theodore Roosevelt III, Pennsylvania Secretary of Commerce. Winners are: For stations over 500 w—WSBA York, first prize; WHJB Greensburg, second prize; WISL Shamokin, third prize; for stations 500 w or less — WMGW Meadville, first prize; WACB Kittanning, second prize; WVPO Stroudsburg, third prize.

The Governor of Pennsylvania presented certificates to award winners last Monday. Awards were made jointly by the state's Dept. of Commerce, the Pennsylvania Assn. of Broadcasters and Ketchum, MacLeod & Grove Inc., Pittsburgh advertising agency. Cited was work done by the individual station in promoting Pennsylvania Week and in fostering industrial development, the purpose of the (Oct. 16-22) campaign.

With the awards, the committee of judges cited stations which "used a great deal of originality in presentation of Pennsylvania Week programs." The committee said: "Pennsylvania can be proud of its radio stations for the energy, ingenuity and initiative displayed..."

Accepting awards are (l to r): Zane Knauss, program director, and Robert Trace, station manager WMGW; Joseph Webster program director, WVPO; Victor C. Diehm, WAZL, Hazelton, Pa., who as president of Pennsylvania Assn. of Broadcasters accepts on behalf of WISL; Gov. Duff; Mr. Roosevelt; Walter J. Rothensies, executive vice president, Susquehanna Broadcasting Co. of York, for WSBA; Benjamin Luker of WACB, and Glenn Grayson, program director, WHJB.

Where your advertising dollar has...
PLUS VALUE
WBNS
CENTRAL OHIO
MARKET
WBNS (plus WELD-FM) is the top station in central Ohio for audience, for programs, for delivering greater results at lower cost.
187,980 families in this area keep tuned to WBNS. They are the cream of the buying power and WBNS is their buying information service.
If you want more for your money in radio then get the full story of the WBNS market.
WBNS
PLUS WELD-FM
ASK JOHN BLAIR
NATIONAL REPRESENTATIVES
POWER - WBNS 5,000 • WELD 53,000 • CBS • COLUMBUS, OHIO

SPECIALTY STORES
Only 18% Use Radio, BAB Say

ALTHOUGH more than 50% of all department stores with annual volumes of $1 million or more use radio, only 18% of specialty stores dealing in women's apparel and accessories are on the air, according to a BAB retail service bulletin covering this field.

"Newspapers are getting 18 times more advertising revenue from department and specialty stores than radio is receiving," BAB states. "Radio is getting 3 cents out of every publicity dollar, while newspapers are getting 54 cents, up one cent over 1948." Bulletin concluded with a list of suggestions to help stations "set the stage for more retail apparel business."

'BIG SHOW'
'Collier's' Praises NBC

CONGRATULATIONS to NBC and its *The Big Show* are extended by *Collier's* magazine in a lengthy editorial headed by a colorful picture of Mistress-of-Ceremonies Talulah Bankhead.

Collier's recalls those that said "television would send sound broadcasting over the hill to join the dinosaur, the dodo and the nickel beer." It continues: "NBC apparently didn't believe any prognoses of imminent "decease" and went on to spend money generously for top talent and "a fine team of writers."

"It seems to us," *Collier's* concludes, "that this show proves again that no entertainment medium is going to be killed by something new unless that something new is also something better. . . . So we're decidedly more encouraged about the future existence of sound-without-sight entertainment since *The Big Show* came along. From here it looks like the invalid is going to pull through."

WLIZ BID
To Expand Facilities

BID for improved facilities—change from 1 kw daytime to 5 kw fulltime with directional antenna day and night—was filed with FCC last week by WLIZ Bridgeport, Conn. Station operates on 1300 kc.

Using a transmitter site on city-owned Fayerweather Island in Long Island Sound, WLIZ claims it will cover practically the entire coast of Connecticut and the eastern half of Long Island. According to Philip Merryman, WLIZ president, the station's expanded program plans include an evening *University of the Air* series in conjunction with the U. of Bridgeport. Regular college credit would be given.

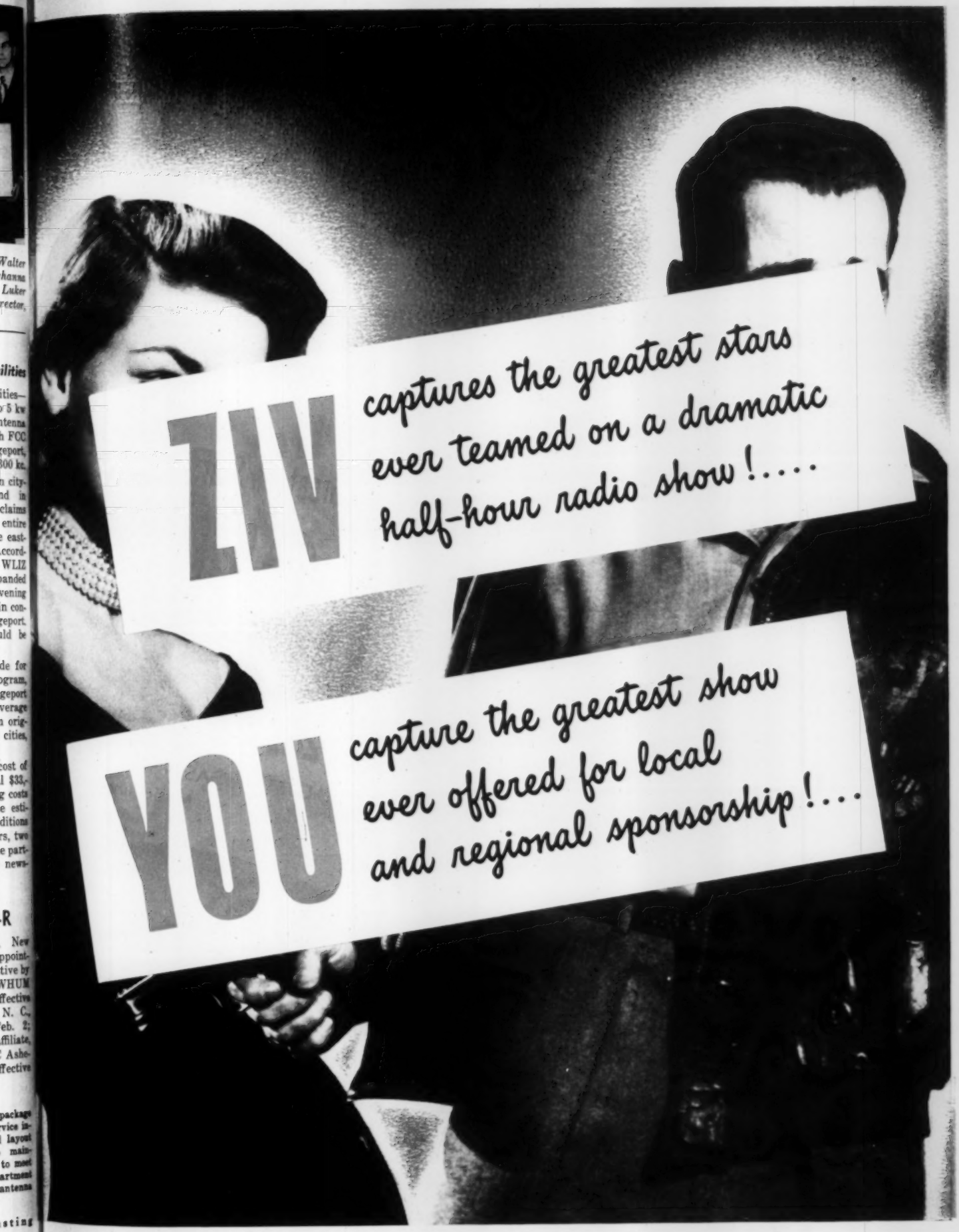
Plans also have been made for an early morning farm program, coverage of Greater Bridgeport night life and increased coverage of local sports, plus program originations from surrounding cities, WLIZ stated.

FCC was told estimated cost of the improvement would total $33,329, with first year operating costs set at $125,000 and revenue estimated $193,000. Staff additions would include three engineers, two announcers, two salesmen, one part-time farm director and one newsman.

Stations Appoint H-R

H-R Representatives Inc., New York, has announced its appointment as exclusive representative by the following stations: WHUM Reading, Pa., CBS affiliate, effective Feb. 1; WSOC Charlotte, N. C., NBC affiliate, effective Feb. 2; WIKK Erie, Pa., ABC affiliate, effective Feb. 2, and WWNC Asheville, N. C., CBS affiliate, effective Feb. 3.

RCA HAS established service package for Antenaplex TV system. Service includes preliminary survey and layout of installation to follow-up maintenance. Has been established to meet demand by hospitals and apartment houses for the multi-outlet TV antenna installation.


ZIV
captures the greatest stars
ever teamed on a dramatic
half-hour radio show!....
YOU
capture the greatest show
ever offered for local
and regional sponsorship!...

ALONE . . . HE'D BE SENSATIONAL!

BOGART ★ B

Together they're super-sen at

TRANSCRIBED FOR LOCAL AND REGIONA PON

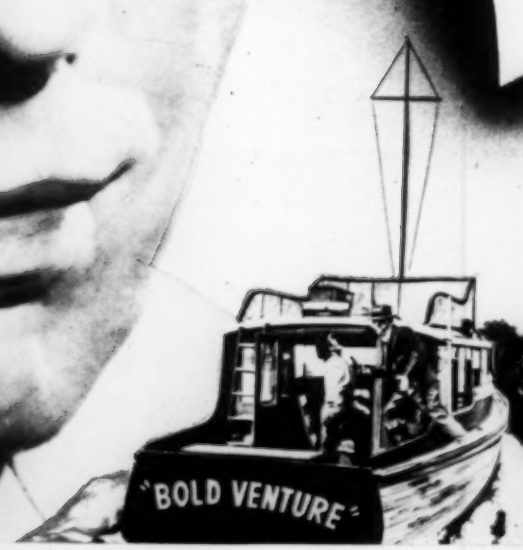
The Greatest Stars Ever Teamed in Half

"BOLD VEN

Ziv's new thrill-filled ½-hou

ALL-STAR CAST ★ BRILLIANT RIPTS
Music under direct of DA

BOGART AND BACALL PLAYING T LEADI
ROLES IN THIS TERRIFIC HALF-HOUR OGRA



Headed for a sellout... quick
—get the details TODAY!

ALONE . . . SHE'D BE TERRIFIC!
BACALL
ational, super-terrific!
PONSORSHIP!
Half-Hour Radio Show!
NTURE"
half-hour adventure series!
RIPTS ★ THRILLING DIRECTION
of DAVID ROSE
LEADING
OGRAM!
FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD

editorial

Eyes and Ears of War

HOW CAN radio and TV best assist government in the present crisis? That's on the mind of every licensee. It spawned the Broadcast Advisory Council.

At the moment, those responsible for the nation's radio and TV operations are doing their part by keeping the public informed. They are taking steps to insure continued efficient operation of their facilities. They are screening personnel and they are protecting their properties against sabotage.

First things come first. Broadcasters have demonstrated a commendable awareness of conditions. But they have found that the emergency defense establishment is not yet geared to utilize the services of organized groups, such as the BAC, which bounded into action under NAB auspices. There are events, even at this date, which cannot be emblazoned in headlines. Planning goes forward, and in responsible quarters there is no thought of arbitrarily silencing a single radio or TV station.

There have been differences of opinion on revival of a Defense Communications Board. In some quarters it is felt that a formal organization isn't necessary because requirements are being met through informal consultation. Despite that, it's no secret that a study is being made looking toward a DCB.

We think the time is here for a DCB. In 1940, when the original DCB was a five-man board, FCC, Army, Navy, Treasury and State were represented.

Since 1950, the military establishment has been fused and there have been other organizational changes in the Cabinet. Thus, a change in DCB is indicated. Civil, rather than military, direction is desirable, just as Congress saw fit to give to the merged Defense Department civil, rather than military control.

Using this pattern, the DCB should be headed by the chairman of the FCC, whose obligation it is to maintain private communications as well as those of government. Army, Navy and Air Force should be represented by the secretaries—all civilians, but with policy responsibilities for the military. The State Department should be represented by the Under Secretary responsible for telecommunications. And perhaps the President's Communications Policy Board, a temporary agency which seems to have aspirations for permanency, should be represented. This would make the emergency board a seven-man agency.

What about programming? The DCB would have nothing to do with it. Nor would the FCC or the President's temporary Communications Policy Board. There is no legislation planned. There has been rampant confusion.

The Advertising Council, which was the War Advertising Council of World War II, has never ceased operation. It is now geared toward the emergency. It will direct new campaigns. It is set up to do the job.

The White House is interested in maintaining direct liaison with both radio and TV. The BAC was created because of that latent interest. But it's premature.

To us, the best means of accomplishing the desired result would be for the President to appoint an assistant or a secretary to handle radio-TV coordination. An expert would know who to contact, and when. He would name committees, if needed. Certainly there should be, on a stand-by basis, a direct liaison which would give the Commander-in-Chief immediate access to the nation via radio and TV.

TV I.Q.

ALMOST too late, organized radio and TV will seek to balance the record on the demands of organized educators who would have Uncle Sam reserve at least 20% of available TV spectrum space for pure, unadorned education. When hearings resume before the FCC Jan. 22, station and network spokesmen will offer testimony that should give to the FCC both sides. To date it has all been one way.

Presumably, witnesses for the NAB and TBA; for certain networks and for selected stations, will cite factual experiences of education via radio and TV. For the official record they can reiterate their willingness to allot the time for educators resourceful enough to develop effective visual education.

Until quite recently, there were no comers from the commercial side of TV. Most of them felt they couldn't oppose education any more than they could favor sin. It isn't a case of opposition, but of briefing the FCC to enable it to reach an equitable decision. Otherwise the educators, without regard to the wishes of the public, would have an *open sesame* to TV facilities. The yardstick is the larger and more effective use of available facilities, not abstract theory as to what educators may believe the public should have.

The job of teaching via TV certainly belongs to the teachers. Several colleges are doing it, via established commercial facilities. U. of Michigan is pioneering in it with WWJ-TV Detroit. WFIL Philadelphia has initiated a TV curriculum with colleges in its area. Johns Hopkins has made great progress with its science series over DuMont.

To practice the teaching profession it isn't essential for teachers to own plant and facilities any more than for doctors to own hospitals. Many universities are hard put to meet current overhead. The heavy investments necessary entailed for TV is another fundamental issue that has not been met.

Spearheading the educators' demands for reservation of both VHF and UHF facilities has been the Emergency Committee on Educational Television, flanked by the National Assn. of Educational Broadcasters. They retained Gen. Telford Taylor, former FCC general counsel. Originally a solicitation of $25,000 was made. On Dec. 28, the group asked for an additional $30,000.

"This may be the last opportunity open to the public to save television from complete exploitation by the commercial interests which dominate radio," said the Dec. 28 letter.

We hope that the top echelon of radio and TV will recognize the importance of the FCC proceedings. Men whose names are synonymous with the development of the broadcast arts—men like Gen. David Sarnoff, Dr. Frank Stanton, Dr. Allen B. DuMont and Robert D. Swezey, should testify.

It must not be a case of too little too late.

PRO BASKETBALL is no more in the nation's capital. And TV is to blame. Here's how: The Washington Caps came to Washington in 1946, full of fire and dash. They were on TV from the start. They won the hearts of the fans and all but one home game. They went like champs through '47 and '48, with all home games and most of the games from interconnected cities telecast. In 1949 TV was dropped, because the owner figured he could get more "gate" without it. The season was dismal, gate-wise and in the standings. Ditto 1950. When they they wanted TV, the time wasn't available. The Caps disbanded last week. And TV was to blame.

our respects to:

ROBERT HENRY SWINTZ

FUNNY papers are a good old American institution, and Robert Henry Swintz, general manager, WSBT South Bend, Ind., would be the first to praise them. Adapting a well-known comic strip, "Dan Dunn," for radio production in 1932 proved to be Mr. Swintz' entree into the radio art, a medium in which he has been outstandingly successful.

His reputation for dramatic and writing ability started in the South Bend high school where he wrote an original one-act play, played several leading roles, and authored many contributions to student publications.

When the *South Bend Tribune*, owner of WSBT South Bend, decided that one of its daily comic strips would be good on radio, Bob Swintz was picked to do the job. He wrote and produced the Monday-Friday *Dan Dunn* show, acting the part of Dan Dunn himself.

A local bakery was sold on the idea of sponsoring *Dan Dunn* and the Swintz success story was born. Within two years, the bakery built a new plant, more than doubling its production capacity. By September 1934, WSBT was very well impressed with Bob Swintz and offered him a fulltime job as local advertising salesman.

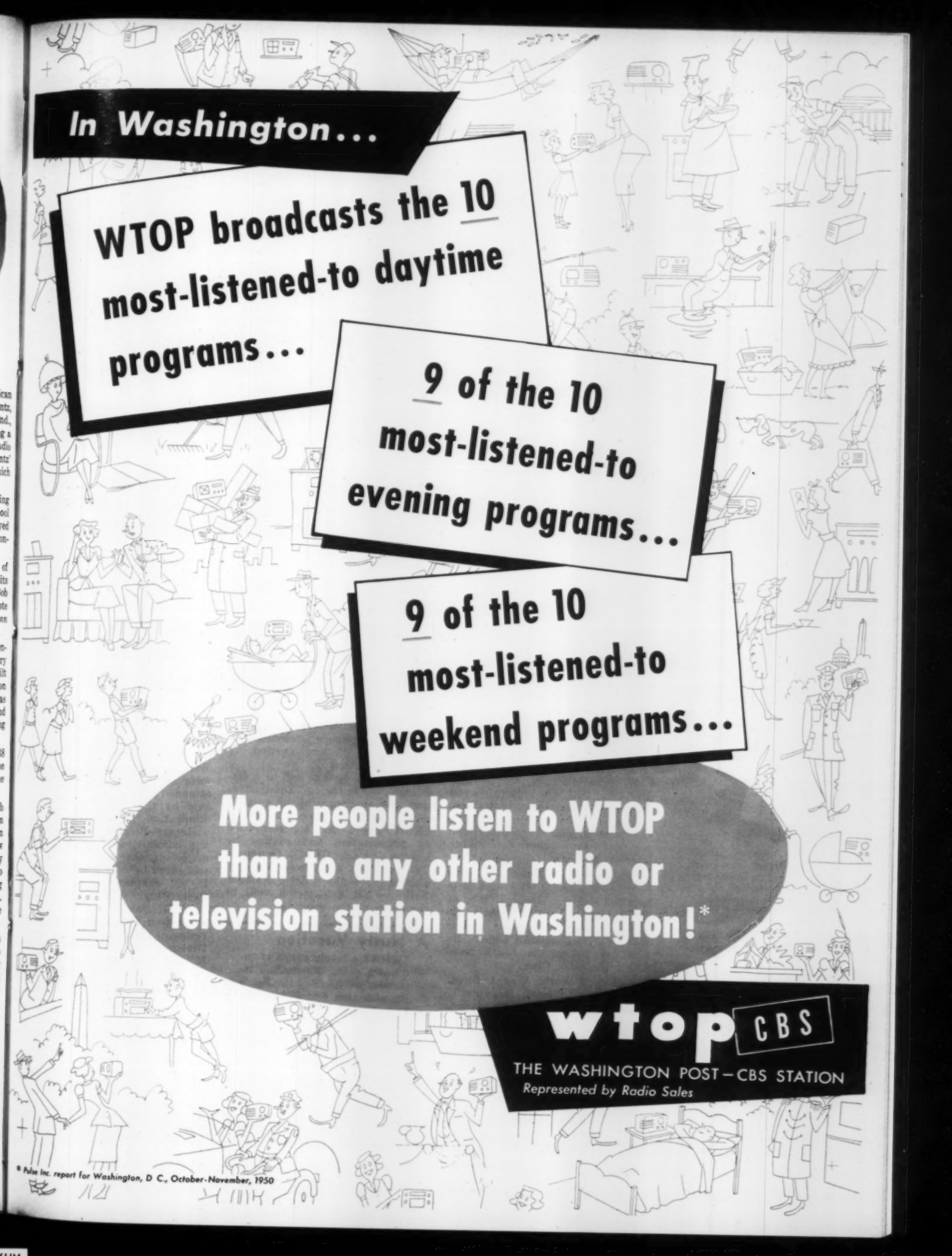
Mr. Swintz accepted the offer and in 1938 was advanced to commercial manager, the position he held until 1946 when he became general manager of WSBT.

Born in South Bend on May 29, 1895 Bob Swintz was then only five blocks away from his present office. After graduating from South Bend High School, he entered DePauw U., Greencastle, Ind., where he immediately plunged into creative work, being admitted to the honorary dramatic and creative writing groups on campus, Duzer Du and Tusitala. He also joined Phi Kappa Psi fraternity while at DePauw.

World War I marked the end of Bob Swintz's formal education. But it did not put a stop to his creative activity. After graduating from the first Officers Training Camp, he was assigned to a command in the 801st Pioneer Infantry, which was transferred to the Port of Brest in France.

In searching for a way to make the days pass a little easier, Mr. Swintz hit upon the idea of forming a minstrel show, as colored troops made up the body of the 801st. The minstrels were a tremendous success among the troops at Brest and proved so popular that the Army assigned Mr. Swintz and his troupe to the overseas entertainment circuit which they toured until returning to the U.S. in

(Continued on page 46)


In Washington...
WTOP broadcasts the 10 most-listened-to daytime programs...
9 of the 10 most-listened-to evening programs...
9 of the 10 most-listened-to weekend programs...
More people listen to WTOP than to any other radio or television station in Washington!*
wtop CBS
THE WASHINGTON POST—CBS STATION
Represented by Radio Sales
* Pulse Inc. report for Washington, D C., October-November, 1950

A BIG PLUS FROM
WIBG
SPONSOR PROMOTION!

CAR CARDS

Car Cards . . . Big eye-catching posters publicizing WIBG programs—*with sponsor credit*—appear regularly throughout the year on street cars covering the city.

BILLBOARDS

Billboards . . . Over the entire area of the Philadelphia Market, hard-hitting, colorful 24-Sheet Posters promote WIBG features.

DIRECT MAIL

Direct Mail . . . Attractive, well-designed broadsides go out regularly to selected dealer lists, spotlighting a specific sponsor's campaign and urging aggressive store cooperation.

ON WIBG YOUR CLIENTS GET A BIG BONUS OF VIGOROUS SPONSOR-PROMOTION!

WIBG AM FM
DIAL 990
10,000 WATTS
PHILADELPHIA'S MOST POWERFUL INDEPENDENT
REPRESENTED BY
Radio Representatives, Inc.

Respects

(Continued from page 44)

June 1919.

Back from Europe, Bob Swintz got his first business experience with the St. Joseph Loan & Trust Co. in South Bend. He organized the bond department of that company, but soon found other types of selling more to his liking. He served for a while as advertising manager for the Robertson Department Store.

When Mr. Swintz began to devote all his time to radio in 1934 (after putting in two years of highly successful "extracurriculum" activity with the *Dan Dunn* radio adaptation), the department store experience along with the knowledge he acquired while working as advertising consultant to the Shidler Furniture Co. and the Wimsett Finance & Thrift Co., proved of great value.

During Mr. Swintz' association with the station, WSBT has grown from a 500 w part-time outlet to a 5 kw CBS affiliate. WSBT is currently engaged in a complete remodeling and enlargement project, under Mr. Swintz' management. When the new quarters are complete, the station will have twice as much room as before, with accommodations for future expansion into TV.

Importance of Programming

Mr. Swintz has a practical radio philosophy which has paid dividends to his station and community. He believes that a radio station can be successful if it gives its audience the type of programs they want, with programming allotted to the various listener groups in proportion to their number. "Programming should be weighted according to the percentage of audience that enjoys the different kinds of programs."

In summing up his attitude toward programming, Mr. Swintz points out that "the only thing you have to sell is audience and unless you cater to the preferences of the audience in your community you may not have enough listeners to interest advertisers."

Mr. Swintz is active in South Bend civic affairs. He belongs to the South Bend Rotary Club, of which he is a past president. He is a Scottish Rite Mason and is active in the American Legion. He also belongs to the South Bend Knife and Fork Club.

Although World War I forced Mr. Swintz to leave DePauw U. without a diploma, he did manage to get the vice president's daughter, Jessie Gobin, for his bride. They were married in 1918 and have two daughters, Mrs. Richard R. Mills (Julia) of Warren, Ohio, and Martha, a freshman at DePauw U. Daughter Julia, herself a DePauw graduate, has two children, making Mr. Swintz the very proud grandfather of Sally, 5, and Johnny, 2.

In addition to all his business and social activities, Mr. Swintz has had time to develop a very rewarding hobby—oil landscape painting, in which he has shown more than average proficiency. Two of his paintings have been accepted by juried regional exhibits and he is now chairman of the board of the Northern Indiana Artists Inc.

HARRY MAIZLISH (r), president and general manager, KFWB Los Angeles, is congratulated by Raoul Bertrand, French Consul, upon the latter's presentation to him of the French award, Medaille de la Reconnaissance. Mr. Maizlish was one of three Los Angeles men upon whom the honor was conferred.

CAB AGENDA

Set for Regional Meeting

MEETING of the Maritimes Assn. of Broadcasters, eastern regional unit of the Canadian Assn. of Broadcasters, will be held Jan. 15-17 at the Fort Cumberland Hotel, Amherst, N. S. Members will discuss current regional problems on programming, hear a report on the Canadian music copyright situation, report on activities of CAB, and learn details of the Canadian audience "circulation" measurement system devised by CAB sales division.

Also on the agenda will be a discussion on financing, administration and programming of a small market station by Ralph Snelgrove, CKBB Barrie, Ont.; a presentation on organization and routine by Lyman Potts, CKOC Hamilton, Ont.; election of officers and two directors for the CAB. Malcolm Neill, CFNB Fredericton, will be chairman of the meeting.

A Nutty Vacation

"WHAT a lovely bunch of coconuts!", W. Kenneth Patterson, president of the Pekin Broadcasting Co., Pekin, Ill., (WSIV), must have exclaimed when he got back from a vacation at Sarasota, Fla., and found an unexpected telegram waiting for him which said: "Congratulations! You've won 20 coconut palms. Advise disposition. Regards. The wire was signed by Col. Joe Harris, Sleepy Lagoon Resort, Sarasota, Fla.

NEW OWI SOON?

Hinted by Mobilizer Wilson

HOW imminent is a new Office of War Information—and will it be patterned after the World War II organization headed by News Commentator Elmer Davis? These questions were raised anew when Charles E. Wilson, director of the powerful Office of Defense Mobilization, dropped a hint at a recent news conference that such a proposal is being formulated.

Mr. Wilson said that plans are underway for creation of such an office to channel public information on mobilization to the public.

Close associates of the former General Electric Co. executive said later, however, that an indefinite plan has been under study the past year and is not "imminent." Beyond that, they declined comment at this time save to point out that ODM has just begun to organize.

Discussion of a new OWI—it probably will be called the Office of Defense Information — has been broached periodically by the National Security Resources Board as part of its overall mobilization planning. But any future recommendations are likely to come from Mr. Wilson rather than NSRB Chairman W. Stuart Symington.

Authorities expressed belief that the organization of the ODI probably will parallel that of World War II, with veteran newsmen serving in about the same capacity. Also expected in the event of an all-out crisis is an Office of Censorship patterned along World War II lines.

AFCA LUNCHEON

High Officials Attend

ELECTRONICS and communications officials from the Commerce Dept.'s National Production Authority, the Defense Dept.'s Munitions Board and the State Dept. Telecommunications policy staff were among the guests invited to attended a luncheon scheduled to be held by the Armed Forces Communications Assn. last Friday.

Horace B. McCoy, NPA assistant administrator, was slated as major speaker at the luncheon, sponsored by AFCA's Washington, D. C. chapter in the National Press Bldg. Officials invited were John G. Daley, and Donald Parris, acting director and deputy director, respectively, Electronics Division, and Brig. Gen. Calvert H. Arnold, director, Communications Division, all NPA; Marvin Hobbs, chief, electronics-communications, Munitions Board; Francis de Wolf, chief, Telecommunications policy staff, State Dept. Number of Signal Corps officials also were slated to attend.

BEN COHN, head of radio division, publicity department, Warner Bros. Studios, Burbank, Calif., named chairman TV and radio committee of Motion Picture Producers of America. He succeeds LES PETERSEN, head of MGM radio department, Culver City, Calif.

front office

RALPH TAYLOR, for seven years director of sales promotion KNX Hollywood and CBS Pacific Network, to KTSL (TV) Los Angeles in similar position effective Feb. 15. **TONY MOE**, sales promotion manager WCCO Minneapolis since June 1948, takes over Mr. Taylor's former post. Both appointments announced last week by **MERLE S. JONES**, general manager KNX, CBS Pacific Network and KTSL (TV). Prior to joining WCCO, Mr. Moe for 18 months was sales promotion manager of KELO Sioux Falls. He started in radio as announcer on KTRI Sioux City, Iowa, in 1939.

Mr. Taylor

Mr. Moe

BRIG. GEN. (Ret.) EDWARD LYMAN MUNSON, former director of NBC films department and executive in motion picture industry, appointed director of TV operations for NBC, reporting to **EDWARD D. MADDEN**, vice president in charge of TV sales and operations. Prior to joining NBC in Aug. 1950, Gen. Munson had been executive assistant for Twentieth Century Fox, and later became head of production for film company in Great Britain.

MORRIS T. LONGO, sales manager WXGI Richmond, appointed assistant general manager.

ROBERT SCHROEDER, account executive WDTV (TV) Pittsburgh, to CBS-TV network sales, New York.

IAN A. ELLIOT, assistant manager and technical director KLIX Twin Falls, Ida., to KRJF Miles City, Mont., as station manager.

STOVER MORRIS, sales representative WDVA Danville, Va., appointed commercial manager.

L. D. HOTCHKISS, editor, *Los Angeles Times*; **HARRY W. BOWERS**, treasurer, *Times Mirror*, and **HARRISON M. DUNHAM**, general manager KTTV (TV) Hollywood, appointed to KTTV board of directors. **HARRISON CHANDLER** appointed executive vice president of station; **IMAR JOHNSON** vice president and secretary, and **RICHARD G. ADAMS**, *Times* resident counsel, will act as secretary of board.

RONALD W. WHEELER Jr., formerly general manager KTAT Frederick, Okla., now on active duty with U. S. Navy as lieutenant commander.

JAMES P. HENSLEY, new to radio, named CBS Pacific Network sales representative.

HOWARD WILLIAMS, Reuben H. Donnelley Corp. (adv. representative) Washington, to WWDC same city as account executive. **DARWIN H. SHOPOFF**, WWDC account executive, and **JAMES ROBERTSON**, copy editor in commercial department, have entered Armed Forces.

MATIN S. POLLINS, account executive WNJR Newark, to sales staff WAAT and WATV (TV) Newark.

JAMES T. AUBREY, account executive Columbia Pacific Network, to KTSL(TV) Hollywood sales staff effective Feb. 5. **ROLAND KAY**, manager KNX Hollywood *Housewives Protective League* merchandising, replaces Mr. Aubrey.

WVMI Biloxi, Miss., appoints National Time Sales, N. Y., as national representative.

CLYDE GRAY, manager and part-owner KWEM West Memphis, Ark., named general manager Western Radio Sales, L. A., and **ROBERT FOUTZ** head of S. F. office. Concurrently name of radio representative firm changed to West Coast Radio Sales, under which name it goes in San Francisco. **BENTON PASCHALL**, head of firm who formerly acted as L. A. manager, will devote all his time to Liberty Broadcasting System of which he is vice president in charge of western division operations.

JOHN ADAMS KUNEAU, vice president J. Walter Thompson Co., Chicago, appointed director of public relations Philco Corp., Phila. He will also serve as member of Management Operation Committee.

Mr. Kuneau

KFH-AM-FM Wichita, Kan., announces appointment of three new salesman to local sales staff: **JOHN MERRELL**, from San Juan Broadcasting Co., Durango, Col.; **HUGH O. ROLANDS**, from KOKX-AM-FM Koekuk, Iowa, and **ROBERT M. KENT**, from Charles Ross Adv., Hollywood.

JOHN S. PHILLIPS, general manager WCAW Charleston, W. Va., returns to his office after month's absence occasioned by illness.

THE BRANHAM Co., Chicago, announces following appointments: **L. S. GREENBERG**, Chicago, as vice president and treasurer; **H. L. RALLS**, Atlanta, as vice president, and **ZORA HARRIS**, Chicago, as secretary.

THOMAS Y. GORMAN, Videomatic Co. Inc., N. Y., and **L. ARTHUR DAWSON**, sales manager E. J. Rinaud Co. (food brokers), appointed account executives for WOR New York. **CHARLES PRATT**, sales promotion director, WAAF Chicago, appointed account executive for WOR-TV.

STUART MacHARRIE, former sales manager WDOK Cleveland and N. Y. office of WLW Cincinnati, to Everett-McKinney, radio station representative, as account executive in firm's N. Y. office.

H-R REPRESENTIVES Inc., N. Y., appoints **Dorrance-Waddell Inc.**, same city (formerly O'Brien & Dorrance) to handle advertising. Trade papers and direct mail will be used. **Dick Dorrance** is account executive.

KELLEY E. GRIFFITH and **PERRY S. PATTERSON** appointed resident partners in Washington law offices of Kirkland, Fleming, Green, Martin & Ellis, Chicago.

C. EDWIN SMITH, sales staff KANS Wichita, Kan., to KCSJ Pueblo, Col., in same capacity.

(Continued on page 71)

STAY ON TOP With KFSD

The most listened to station in America's most responsive market, San Diego, California

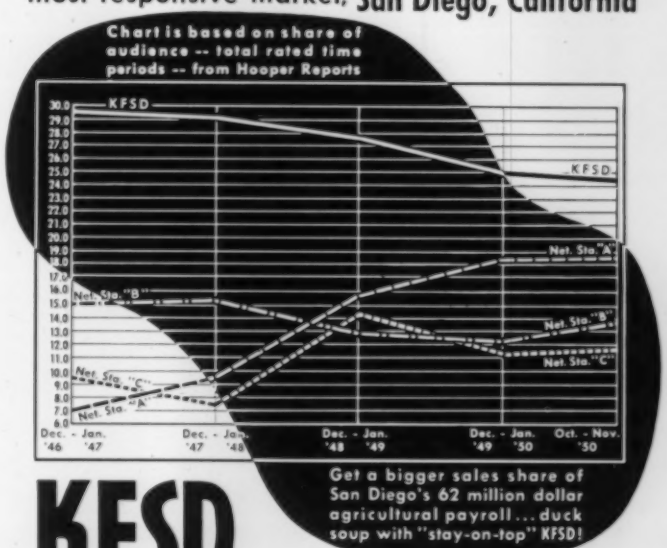


Chart is based on share of audience -- total rated time periods -- from Hooper Reports
KFSD
KFSD
Net. Sta. "A"
Net. Sta. "B"
Net. Sta. "B"
Net. Sta. "C"
Net. Sta. "C"
Net. Sta. "A"
Dec. - Jan. '46 '47
Dec. - Jan. '47 '48
Dec. - Jan. '48 '49
Dec. - Jan. '49 '50
Oct. - Nov. '50

Get a bigger sales share of San Diego's 62 million dollar agricultural payroll... duck soup with "stay-on-top" KFSD!

KFSD
NBC

The *ONLY* 5000 watt Day and Night Station in San Diego . . . Dial 600

Represented Nationally by PAUL H. RAYMER CO.
BOSTON • CHICAGO • DETROIT • LOS ANGELES • NEW YORK • SAN FRANCISCO

air-casters

ERNON M. BUSHONG appointed program director WTMA Charleston, S. C.

ART HANSTROM, program director WFRL Freeport, Ill., recalled to active duty with Navy. **BOB WERY** will replace him. Mr. Wery has served on other midwest outlets as salesman, announcer and manager.

CLAIR HEIDER, announcing supervisor ABC Chicago, appointed director of TV program operations, replacing **LOIS PROCTOR**, resigned. **J. WARD (Jack) MITCHELL** appointed manager ABC script and promotion Dept., following six years with network as script editor and program promotion editor.

BOB TURNER, sportscaster WHAM-AM-TV Rochester, N. Y., appointed supervisor of announcers, succeeding **HOMER BLISS**, recalled to active duty with Army Signal Corps.

TOM PAXTON, chief announcer KGO-TV San Francisco, to WKY-TV Oklahoma City in same capacity. **ROY RECTOR**, KPRC-TV Houston, to WKY-TV as member of stage crew.

FRANK SLINGLAND, producer WNBW (TV) Washington, reports to active duty with National Guard Feb. 1. **CARL DEGAN**, floor manager, replaces him.

JACK F. A. FLYNN, director on staff WGN-TV Chicago, appointed associate director WPIX (TV) New York.

MARCELLE MITCHELL, CBS Hollywood national spot sales, to Progressive Broadcasting System, Hollywood, as executive secretary and assistant to **NAT LINDEN**, executive production manager.

ANNE D. MINAHAN, radio personality of *Lady of Fantasy* on WLAW Lawrence, Mass., assumes duties as commentator on new program *WLAW's Shopping News*, Mon.-Sat. 8:30 a.m.

Miss Minahan

JOSEPH CARBONARO, noted musician, appointed director of music and chief arranger WLAW Lawrence, Mass.

FRANK ATWOOD, farm program director WTIC Hartford, Conn., cited in resolution passed at annual meeting of Connecticut Pomological Society, for services rendered to agriculture in general.

ALBERT M. JONES, Gutman Adv. Agency, Wheeling, W. Va., to promotion staff WNAX Yankton. He replaces **GUY DeVANY**, assistant promotion manager, resigned.

DON COLE, partner in Chartoc-Cole Productions, Chicago TV package firm, to NBC network sales promotion, same city.

BOB CROSBY, m.c of CBS *Club 15*, signed for role in RKO "Two Tickets to Broadway."

WILLIAM FROUG, CBS Hollywood writer on *Memo From Molly*, father of girl, Nancy Elaine.

HERMAN VOSSBURGH, new to radio, to KTAT Frederick, Okla., announcing staff.

LEON SOLOMON and **DAVID SCHWARTZ**, writers on CBS-TV *Alan Young Show*, to speak Feb. 10 to U. of Southern Calif. TV writing class on "The Future for Television Writers."

TOM HARVEY, WVCH Chester, to announcing staff WIBG Philadelphia.

GENE GRAVES, announcer KYW Philadelphia, father of girl.

BOB HOPKINS, comedian, signed to three year radio and TV contract by KNX Hollywood.

ED JOHNSON, program director KFSB Joplin, Mo., cited by Missouri Oil Industry Information Committee for "excellent cooperation" in promotion of joint meeting of Springfield and Joplin oil men.

NOEL BLANKINSHIP, announcer WKLV Blackstone, Va., appointed chairman of March of Dimes annual drive for city.

DICK THOMAS, announcer-disc jockey WOND Pleasantville, N. J., to Armed Forces.

JOHN F. MEYERS, Music Corp. of America, to CBS Hollywood network program department as assistant, business affairs.

MEL BAILEY, program manager KEX Portland, Ore., appointed member Associate Board of Portland Symphony Society.

HAL SEARLS to announcing staff WDGY Minneapolis after working as actor in stock companies.

SHEILAH GRAHAM, commentator, starts *Sheilah Graham in Hollywood* on KNBH (TV) Hollywood. In addition to Hollywood news Miss Graham will conduct interviews with film notables and present filmed scenes from motion pictures currently being made.

CLINT JOHNSTON, freelance movie writer, and formerly with NBC and CBS New York, named producer for five weekly half-hour Progressive Broadcasting System *Mel Torme Show*.

BUDD LESSER assigned writer for Commodore Productions of weekly half hour *Tarzan* on Don Lee Broadcasting System. Lewis Food Co., L. A. (Dr. Ross' dog, cat food), is sponsor.

GREGG DONOVAN, NBC Chicago announcer, and Dorothy Richards announce their marriage.

FRANK V. MARTINEK, creator and author of *Don Winslow of the Navy*, comic strip which appears on 45 TV stations, discussed "Chicago's Plant Protection in the Atomic Age" Jan. 11 before Chicago Headline Club. He is chairman of plant protection for Chicago Civil Defense committee.

FRANKIE ARMENTROUT, continuity editor Foote, Cone & Belding, Chicago, to NBC Chicago as assistant to **Dave Garroway's** writer, **CHARLIE ANDREWS.**

BILLY SCOTT, folk singer WLWC (TV) Columbus, to WHAS Louisville as program director.

JANE LAMBERT, NBC Chicago continuity acceptance department, is author of "This Is Christmas," song published by Dave Dreyer and recorded by Songsters Quartet for Super. One of vocalists is **BOB MORTON**, member of NBC Chicago music library staff.

JIM KITHCART appointed announcer-writer KCOW Alliance, Neb.

JOHN PAVIS, WBKB (TV) Chicago, to ABC Chicago as publicity writer.

AL BURTON, teen-age m.c. of four L. A. TV programs, presented first award given by L. A. Tuberculosis & Health Assn. in recognition of outstanding help given L. A. County Chest X-Ray Survey Foundation during recent X-Ray drive.

ALICE ROTHWELL appointed receptionist WDRC Hartford, Conn. She has been with several stations in New England.

KATHY ROSSER appointed to publicity staff WDTV (TV) Pittsburgh. She also heads music department temporarily.

HUGH WANK, emcee *Record Revue* heard nightly WITH Baltimore, assigned to morning show *Wake Up Baltimore*. **LEE CASE** replaces him on night show.

EDDIE METCALFE, vocalist with Spike Jones band, to KTTV (TV) Los Angeles sales service department.

News . . .

RON T. SMITH, announcer KIDO Boise, Ida., to KEIO Pocatello, Ida., as news director.

STEVE DAVIS, formerly with WGLN and WWSC Glens Falls, N. Y., to creative staff WFDR (FM) New York in public relations and special events departments.

JERRY JACOBS, news staff WMTR Morristown, N. J., first of station's members to be inducted into Army under new draft order, was to leave Jan. 12.

BOB DELANEY, news and sports director WJNO West Palm Beach, Fla., to WTAL-WCSP (FM) Tallahassee as news and sports editor and director of special events.

BOB HART appointed sports director KATL Houston. Was with KTRE Lufkin, Tex.; KPLC Lake Charles, La., and KALB Alexandria, La.

JAMES TERRELL, news staff KARK Little Rock, Ark., to news bureau WKY Oklahoma City. He replaces **MARTIN HAUAN**, who resigned to become press secretary for newly-elected governor of state.

ALBERT CHARLES appointed to KEX Portland, Ore., news staff. He was with ABC and CBS as producer-director and was associated with military government in Far East.

WILLIAM N. PAXTON, sports and staff announcer KCOL Ft. Collins, Col., to KCSJ Pueblo as sports director.

IAN ROSS and **LOUISE MacFARLANE** joined staff WBMD Baltimore. They were formerly with WCBM-FM and WITH Baltimore.

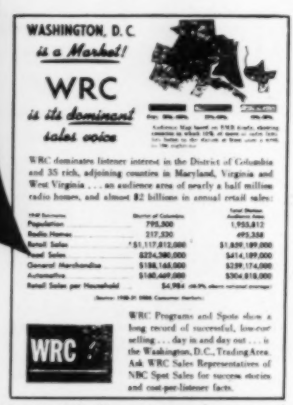
BRUCE DAVIES, new to radio, appointed associated agriculture and market reporter KCMO Kansas City, Mo.

RADIO DIRECTOR USES *SRDS* CONSTANTLY

"Standard Rate's Radio Section* is always with me," says the Radio Director of one large agency. "Even when I go to talk with clients, I put it in my briefcase. It gives me all the basic information I need on any station, except coverage.

"And I welcome ads in it that tell me something that the station listings don't tell, such as coverage information."

You, too, have probably noticed that many stations (more than 270, in fact) are supplementing their station listings in Radio Advertising Rates and Data and their market listings in CONSUMER MARKETS with Service-Ads that give additional buying information . . . Service-Ads like WRC's shown here.



Service-Ads like this supplement and expand station listings in Radio Advertising Rates and Data and their market listings in CONSUMER MARKETS with additional information that helps buyers buy.

Note to Station Managers: The SPOT RADIO PROMOTION HANDBOOK details the sort of information spot radio buyers say they want. Send $1 for a copy today.

* Now known as RADIO ADVERTISING RATES AND DATA.

the unbeatable media-buying team!

Published by Standard Rate & Data Service, Inc. Walter E. Botthof, Publisher
333 North Michigan Avenue, Chicago 1, Illinois • New York • Los Angeles

JANUARY 15, 1951

TELECASTING

A Service of BROADCASTING Newsweekly

IN THIS ISSUE:

NAB-TV Meets Friday In Chicago
Page 51

Major Film Distributing Service Planned
Page 51

Latest Set Count By Markets
Page 56

"The battle between children's programs on the tele webs reached a new peak yesterday when Pulse showed the same conclusion formerly indicated by Videodex . . . that Captain Video is pulling larger audiences than all other children's programs in practically every city where it is shown."
RADIO DAILY-TELEVISION DAILY
Dec. 1950
Captain Video
IS A DUMONT TELEVISION NETWORK BUILT AND PRODUCED PROGRAM
Presented Monday through Friday 7:00-7:30 P.M. E.S.T.
62 AFFILIATED STATIONS
515 MADISON AVENUE, NEW YORK 22, N. Y. • Phone: MUrray Hill 8-2600
Copyright 1951. A Division of the Allen B. DuMont Laboratories, Inc.

CHANNEL 5

KTLA

THE BEST ADVERTISING BUY IN LOS ANGELES

HOOPER *TELEVISION* AUDIENCE INDEX

NOVEMBER–DECEMBER 1950 SHARE OF *TELEVISION* AUDIENCE

TIME	TV SETS-IN-USE	TV Station "A"	TV Station "B"	TV Station "C"	TV Station "D"	KTLA	TV Station "E"	TV Station "F"	OTHER TV
SUNDAY AFTERNOON 12:00 NOON-6:00 P.M.	27.0	6.7	9.6	14.9	30.0	32.0	-	6.7	0.1
SATURDAY DAYTIME 8:00 A.M.-6:00 P.M.	16.6	3.5	6.2	6.7	1.5	41.6	-	39.0	1.5
EVENING SUN. THRU SAT. 6:00 P.M.-10:00 P.M.	49.6	16.6	5.7	9.1	15.5	33.1	7.9	12.0	0.3

850,000 TV Receivers in Los Angeles area, **December 1, 1950**

KTLA Paramount Television Productions, Inc.

KTLA Studios · 5451 Marathon St., Los Angeles 38 · HOllywood 9-6363
Eastern Sales Office · 1501 Broadway, New York 18 · BRyant 9-8700

KEY STATION OF THE PARAMOUNT TELEVISION NETWORK

Paul H. Raymer Company, Inc., National Representatives

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg. Washington 4, D. C. JANUARY 15, 1951 BROADCASTING, Telecasting $7 annually, 25c weekly

VIDEO INDUSTRY UNITY

Is Aim at NAB-TV Meet

MOVE to bring television stations and networks into a single trade association under NAB auspices will culminate Friday in Chicago when member and non-member stations, plus network representatives, will meet at Hotel Stevens, Chicago.

Out of this meeting may come a unified NAB and NAB-TV proposal, with video stations having autonomy in running their own trade association affairs except for policy matters affecting both aural and visual segments of the profession.

Harold Hough, WBAP-TV Fort Worth, will preside Friday as chairman of a special NAB-TV organization committee. Serving with him are Robert D. Swezey, WDSU-TV New Orleans; Eugene S. Thomas, WOR-TV New York; William A. Fay, WHAM-TV Rochester; George Burbach, KSD-TV St. Louis.

On Mr. Hough will fall the main job of outlining the basic association plan to the delegates. At least 85 of the 107 operating TV stations will be represented at the Friday meeting, judging by advance registrations. The advance registrations were just short of the 80 mark at the weekend.

Out of the all-day session is expected to come a new committee which will report Jan. 31-Feb. 2 to the NAB board. Should the NAB-TV idea meet general approval this committee may become the framework for the NAB-TV board.

No formal agenda has been prepared for the Friday meeting in Chicago. Mr. Hough's committee will meet Thursday to discuss a general outline for the day. William B. Ryan, NAB general manager and sponsor of the NAB-TV plan, met last week with Jack R. Poppele, WOR-TV New York, president of Television Broadcasters Assn., to discuss meeting procedure.

TBA decided at its December meeting to participate in next Friday's sessions. Formation of an NAB-TV would mean the demise of TBA, which now is representative of both station and manufacturer interests.

Mr. Hough is an advocate of an industrywide TV organization [BROADCASTING • TELECASTING, Jan. 8]. He feels NAB-TV can serve television stations with trade association functions, augmented by the overall operations of NAB itself.

The question of network participation in NAB-TV was being discussed in advance of the Chicago meeting. At present networks can participate in NAB only as associate members. Some network officials feel networks and stations have divergent interests. They argue the networks are staffed to handle Washington problems affecting their operations.

From the overall viewpoint it was contended the networks, as important radio-TV elements, should join in a unified front operating on behalf of all broadcasters and telecasters.

After the Firday meeting the NAB board By-Laws Committee, headed by Frank U. Fletcher, WARL Arlington, Va., will have the job of rewriting the by-laws prior to the NAB board meeting. The By-Laws Committee will have draft revisions ready when it meets Jan. 29.

Other NAB-TV problems will involve dues to be charged TV members. At present NAB-AM members having TV affiliates enjoy practically a low-cost ride for the video memberships. This idea developed two years ago when NAB first started to bring TV stations within its fold. The plan did not draw other video stations into NAB to any extent, however.

Friday's Chicago meetings will be held in the South Ballroom, on the third floor of the Stevens. Luncheon meeting will be held in the North Ballroom. Adjournment is scheduled for 5 p.m.

Ad Switch

TELEVISION is not only included in "all the news that's fit to print" but also is being used as a promotion pitch for would-be printed media advertisers in highly competitive New York. The *New York Times* pulled a switch on media relations by urging advertisers to "put audience 'insurance' into your next TV budget" by buying space in its columns. A spread claims that ads placed in the *Times* "boosts your chances of having [the show] appear in more homes" and is read by "thousands of good responsive, influential TV families." And also claims that "audience" promotion is more effective "when your TV station supplements it with newspaper advertising of its own!"

FILM SERVICE

Petry, Standard, Century Form

THREE major radio and television firms have combined to establish a nationwide television film program distributing service to be known as United Television Programs Inc. The three companies, radio and television pioneers, are the Edward Petry & Co., radio and television representative, Standard Radio Transcription Services Inc., program library company, and Century Artists, a talent and package program agency.

United will provide television package and program producers with complete coverage on all levels of program selling and will furnish sponsors, advertising agencies and stations with a stabilized source of program supply.

The Edward Petry Co. will act as exclusive sales agents for United programs in the national TV spot field, while Standard will represent the firm's product for sales to local stations and sponsors. Century Artists will function in the national network area.

Officers of the newly formed organization are: Jerry King, of Standard, as president; Richard J. Dorso, of Century, as executive vice president, and Milt Blink, of Standard as secretary and treasurer. Main offices of the company, which begins operations with a staff of more than 200 persons, are located at 360 North Michigan Ave., Chicago; 488 Madison Ave., New York, and 8619 Sunset Blvd., Los Angeles. Other offices are located in Detroit, St. Louis, Atlanta, San Francisco and Oklahoma City.

Mr. KING Mr. DORSO Mr. BLINK

United already has signed a contract with Bing Crosby Enterprises to distribute that company's *Fireside Theatre*, *Night Editor* and a 13-week comedy series as yet untitled. *Fireside Theatre* is available through United for first-run performance in all markets where Procter & Gamble Co. doesn't sponsor the show and for second run showings everywhere.

"It is the aim of United," Mr. King said, "to stabilize distribution by providing for the mutual benefit of producers and buyers the experience and integrity which have been the bulwarks of our present respective business operations. Until now there has been no single organization possessing the necessary connections and experience that would enable it to cope with the chaos enveloping the industry. Everyone, producer, sponsor, advertising counsel and station operator, has been forced to work devoid of any awareness of the needs of the others."

Mr. King asserted that the presence of United will mean an increase in film production because producers will now produce secure in the knowledge that a market and a proper return awaits their product. He predicted also that the new firm would encourage banking investment in TV film production now that a definite return is assured.

CBS COLOR

First Midwest Showing Held in Chicago

A SELECT audience of 300 Chicagoans reviewed the first midwest showing of CBS color Tuesday evening in WBBM Chicago's studios. Among the viewers was District Judge Walter La Buy, who dissented from a Federal Court decision, handed down Dec. 22 in Chicago, upholding FCC's approval of the CBS color television system but banning its use in commercial telecasts pending a ruling by the U. S. Supreme Court [BROADCASTING • TELECASTING, Dec. 25]

After the 20-minute demonstration, Judge La Buy told BROADCASTING • TELECASTING: "No one can question the beauty of these pictures. I was particularly impressed with the possibilities offered advertisers who utilize color television in the future. Of course, the entertainment value of such brilliant pictures is unquestioned."

CBS President Frank Stanton greeted the guests after a brief introduction by H. Leslie Atlass, Central Division vice president of CBS. He noted that "there is very little one can say about CBS color here in Chicago where we have done a lot of talking about it already," adding that the viewers were expected to judge for themselves whether or not the color system gave television "added impact and entertainment appeal."

Mr. Stanton explained that the types of color receivers set up in the studios were a 17-inch direct view set employing a color drum, "the largest TV color receiver ever built"; a standard 10-inch black-and-white set adapted and converted to receive color (7-inch picture magnified); a 10-inch combination black-and-white and color set (7-inch picture magnified); a 12½ inch Vericolor industrial type set, made by Remington Rand for such uses as the teaching of surgery (10-inch picture magnified), and a 12-inch Muntz color companion set, "slave" to a stock Muntz receiver (10-inch picture magnified).

The demonstration, Mr. Stanton said, originated at CBS headquarters in New York.

Miss Painter Emcees

Blonde Patty Painter, "Miss Color Television," emceed the all-live presentation which followed the format used by CBS in its other demonstrations.

After presenting Dr. Peter Goldmark, who developed the color system, Mr. Stanton apologized for a minute imperfection in the transmission. He blamed the telephone circuit.

A viewer asked if the system could be shown on large screens, and the CBS president replied that there is "no limit to size." Another person inquired if highly-polished, reflective metal objects could be colorcast, and Mr. Stanton answered in the affirmative. He expressed the hope that viewers had noted the depth and detail of the pictures, "something that is not true in monochrome pictures," he said.

During the buffet supper which followed the presentation, BROADCASTING • TELECASTING collected assorted reactions to the performance. Mark Brown, president of the Harris Trust & Savings Bank, expressed amazement at the fidelity of the colors and forecast a "bright future for such a high quality system." William Kahler, president of the Illinois Bell Telephone Co., remarked that the demonstration "far exceeded my expectations." The Rev. Thomas A. Meehan, editor of *The New World*, official Catholic paper of the Archdiocese of Chicago, hoped that the "day will soon come when such a system will bring realistic church services—colorful vestments, flowers on the altar—to thousands of our people in their homes."

Reaction Enthusiastic

Barnet Hodes, member of the CBS law firm in Chicago, said he "got a bigger thrill from the Van Gogh reproduction than when I saw the original," and Maurice Goldblatt, chairman of the board of Goldblatt Bros. department store, spoke of the system's value in teaching surgery as well as its "natural application to merchandising." Brig. Gen. Oscar Brice, commander of Marine Air Reserve Training at the Glenview Air Base, near Chicago, cited the "sharp contrasts in color definition," and said he foresees the day when the director of amphibious military landings can direct his troops more advantageously through employing reconnaissance plane crews to photograph action and transmit "true situation pictures" to a command ship far off shore. Gen. Brice termed the system "invaluable for mass instruction, expecially where schematic drawings are involved."

John Balaban, president of Balaban & Katz, one of the nation's largest theatre chains, and head of WBKB, Columbia's TV affiliate in Chicago, is "anxiously awaiting development of color TV for theatres."

Use of the system for package identification will deprive magazines of "one of their biggest talking points in competition with broadcast media," in the opinion of Oliver B. Capelle, sales promotion director of Miles Labs. "Package identification is important, especially when a product is new," said Mr. Capelle. "Up until now we have had to rely on magazines to give a true impression of container designs and colors. In the future we must have brilliant hues for color TV in mind when we plan our packaging. It was a happy accident that Miles' new Tabcin product was launched in a gay red container."

William L. Weddell, vice president in charge of radio and television for Leo Burnett Agency, noted that "when the system picked up those underwater marine scenes with such realism, I was convinced it's terrific." Creation of a "tremendously increased demand for flowers" was forecast by Edward W. Gould, former president of the Allied Florists Assn. "There are possibilities beyond belief in merchandising products through color TV," said John F. Price, president of Price, Robinson & Frank Agency.

Amazed at Reproduction

Otis Shepherd, art director of William Wrigley Jr. Co., who has misgivings whether the "Doublemint" gum package, which he designed, would register well because of its odd shade of green, "was amazed at the true reproduction.

"In other color reproductive processes, greens, blues and reds have a yellow disk," he observed. "This is not true in CBS color. I was fearful that the Doublemint package would be a sickly green, but it came through true to the original." Mr. Shepherd, who also designed the Juicy Fruit package, believes color TV calls for revolutionary arrangements, patterns and lighting effects in the "staging" of products.

In addition to Judge La Buy, three other well known Chicago jurists attended the premier. Judge John Sbarbaro of the Superior Court saw "great educational possibilities," adding, "it is fantastic

(Continued on page 64)

At the CBS color television showing in Chicago last week were (l to r) Mr. Stanton, Dr. Goldmark and Mr. Atlass.

Joseph H. McConnell (l), NBC president, congratulates Mr. Rose.

* * *

Billy Rose Signed

BILLY ROSE, Broadway producer and showman, has been signed by NBC as consultant to the NBC-TV network, headed by Sylvester L. (Patt) Weaver Jr., vice president. Policy planning, as well as all phases of TV programming and development, are included in Mr. Rose's duties. Network retains first rights to all radio and TV properties developed by Mr. Rose during the tenure of his contract.

COLOR PROBE

Possible in House IFCC

THE DOOR is still ajar for a possible probe of the color television controversy by the House Interstate & Foreign Commerce Committee, Chairman Robert Crosser (D-Ohio) indicated to BROADCASTING • TELECASTING last week.

Rep. Crosser qualified his remarks by pointing up that the courts have yet to decide fully on the question of color TV. Until then, he said, it would be unwise for the committee to investigate the matter and come to any conclusion which later may make it look "ridiculous."

In Chicago, RCA attorneys, members of the firm of Kirkland, Fleming, Green, Martin & Ellis, delayed filing of a lengthy brief to be filed with the U. S. Supreme Court, appealing the Dec. 22 color decision of the Chicago Federal District Court [BROADCASTING • TELECASTING, Jan. 1, Dec. 25, 1950]. Attorneys were incorporating additional documents in the RCA brief.

The demand on Capitol Hill for an inquiry into color came on the session's opening day when Rep. James I. Dolliver (R-Iowa), a member of the House Commerce group, asked for an industry-public "forum" [BROADCASTING • TELECASTING, Jan. 1].

Rep. Crosser said it was impossible for him to judge the temper of the committee since the group has not been organized as yet. There are a number of changes expected in the committee's lineup.

Rep. Dolliver had stated in his letter to Chairman Crosser that a "full and comprehensive hearing" would serve to help clear the misunderstanding and confusion in the minds of the public and of the industry. He added later that his sole purpose in demanding the inquiry was to satisfy the curious and confused among his constituency.

CONTROLLED SPORTSCASTS

Advised by NCAA Group

CONTROLLED telecasting of college sports events, as recommended by a special TV Committee of the National Collegiate Athletic Assn., was proposed without objection by the NCAA Television Roundtable at a Thursday afternoon meeting held in Dallas during the association's annual convention.

Final action was to be taken late Friday by the full association. The proposal envisions an NCAA steering committee working in cooperation with the TV industry.

Convinced that TV has become one of the most profound influences in the nation's life, the TV Committee, headed by Tom Hamilton, U. of Pittsburgh, suggested a careful study of the television problem on a controlled basis instead of the flat ban adopted by the Pacific Coast Conference (see story, page 64).

K. L. (Tug) Wilson, commissioner of the Big Ten Conference and NCAA secretary-treasurer, presided at the Thursday session. Serving with Mr. Hamilton on the TV Committee were Ralph Furey, Columbia U., and Willis Hunter, UCLA.

Earlier in the week the TV Committee had heard Robert K. Richards, NAB public affairs director, and Dr. Kenneth H. Baker, NAB research director, explain the radio and television industry viewpoint in covering college sports events.

NAB's spokesmen had explained that the alternative to live football telecasts is intensive TV network-station programming designed to keep the public in front of the television screen. They pointed to the advantage of having TV working in the interests of college football through live coverage of games.

NAB continues its activity on behalf of sports broadcasting and telecasting today (Monday) at a Columbus, Ohio, meeting to be held in the office of George Trautman, president of the National Assn. of Professional Baseball Leagues. James D. Secrest, general manager, and Dan Halpin, RCA-Victor, will attend for Radio-Television Mfrs. Assn., along with Justin Miller, NAB president, and William B. Ryan, general manager of NAB and BAB president-elect.

Presidents of major leagues, Baseball Commissioner A. B. Chandler and other sports leaders will join in an effort to work out a solution satisfactory to the sports promoters and broadcasters-telecasters. This may lead to the formation of a joint body to direct electronic coverage of professional baseball.

Some 350 delegates attended the TV Roundtable at the NCAA Dallas meeting Thursday afternoon. They represented some 200 major colleges.

Appearing for the radio-TV art were Hugh M. Beville Jr., NBC; Sig Mickelson, CBS; Les Arries, DuMont; Mr. Halpin, for RTMA. Robert O'Brien represented Paramount Pictures.

Mr. Beville suggested a report submitted by Paul Sheatsley, of National Opinion Research Center, on behalf of Mr. Hamilton's committee, did not sustain the contention that TV is ruining college football attendance.

[The NORC report to the TV Committee included the tabulated data based on attendance figures from colleges as shown in charts on this page.]

"We know there is an effect," Mr. Beville said. "We do not know how much, and what other factors are at work." He listed such economic factors as ticket prices, team performance, weather conditions, local interest and other variables with undetermined effect. He argued the NCAA has an obligation to foster growing interest in sports as a reason for telecasting of contests.

"TV is reaching the youth, who are vital to all sports," Mr. Beville said. "It is building future fans."

Mr. Mickelson raised the question of interpretation of statistics in the NORC report, as well as individual reports from conferences on box office declines.

"The figures do look damaging, but there are all kinds of questions left unanswered," he said. He suggested American sports are a primary factor in building independence and aggressiveness in characteristic, with strength of individual character paramount in the struggle against Communism.

Mr. Halpin said he believed attendance eventually will grow as a result of game telecasts. "People like to see a game in the flesh once they are attracted to it," he said. "The slogan 'A Good Game, a Good Gate' still applies" he argued.

Mr. O'Brien, said the seasons "first systematic test" with Big Ten games in two Chicago and one Detroit theatre had shown that theatre TV "is attractive." He argued theatre TV offers a means of "controlling" the audience.

Submitting the NORC statistics Mr. Sheatsley said NORC had been forced to do a rush job, with figures still coming in up to the last minute. He promised a more detailed analysis in March or April.

Excerpts from Mr. Hamilton's report follow:

It has been the aim of this committee to attempt to collect and present factual information to the NCAA. We acknowledge with thanks the splendid cooperation of the TV industry, and the NORC, and many other assists from numerous people.

Your committee is perfectly aware of the importance which television has assumed in the American way of life, changing in a short period, the entertainment habits of a large segment of our population. The industry representatives are well aware of this impact, and frankly admit they have no final answer.

One study of the past year indicates to us that the live telecasting of college football games has an adverse effect on gate receipts. We believe that the adverse effect is proportionate to the degree of saturation of TV in an area with present methods of telecasting. It would be unfair to brand TV as the only culprit. Other factors such as team performance, weather, economic conditions, etc., undoubtedly contributed in some degree to the decline in attendance in certain parts of the country.

The industry representatives with whom we have consulted through the past year have assured us that they have no desire to harm the present structure of intercollegiate athletics. Therefore, we suggest that the NCAA in cooperation with the industry set up a program of experimentation during the 1951-1952 academic year, which would include such methods of telecasting as delayed TV, the use of highlights and special features, phonevision, skiatron, theatre television, and any other new methods which might be developed before next football season.

As part of this experimentation study, we visualize that a certain amount of live telecasting may be conducted on a strict control basis to test desired situations. To administer the experimental work, it is recommended that a steering committee with a representative from each of the 8 NCAA districts be appointed to work out the problem in cooperation with the industry.

In our opinion if such a program was properly developed and promoted, it would result in mutual benefits for the industry and for colleges and the public.

We wish to emphasize that the tele-

(Continued on page 64)

TABLE I

Attendance trends for colleges in TV areas and outside them (plus unless otherwise indicated):

	% Change From 1947-48 Average 1949	% Change From 1947-48 Average 1950	% Change 1949 to 1950
All Colleges	3.3	-0.3	-3.5
Colleges in TV Areas	1.9	-4.2	-6.0
Colleges Outside TV Areas	6.6	9.3	2.5
District 1 (New England)	2.6	-24.4	-26.3
In TV Areas	0.7	-28.2	-28.7
Outside TV Areas	12.1	1.1	-9.8
District 2 (East)	-5.8	-19.5	-15.5
In TV Areas	-8.1	-23.0	-16.2
Outside TV Areas	21.3	33.3	9.9
District 3 (Southeast)	4.7	4.6	-0.1
In TV Areas	2.5	1.6	-0.9
Outside TV Areas	7.4	7.9	0.5
District 4 (Midwest)	0.6	1.0	0.4
In TV Areas	0.2	-0.1	-0.3
Outside TV Areas	1.7	4.1	2.4
District 5 (W. Central)	12.2	11.4	-0.7
In TV Areas	11.1	11.6	0.5
Outside TV Areas	13.8	11.1	-2.4
District 6 (Southwest)	16.0	34.0	15.5
In TV Areas	26.9	49.7	18.0
Outside TV Areas	4.9	20.5	14.9
District 7 (Mountain)	13.4	-10.2	-20.8
In TV Areas	14.5	-18.7	-29.0
Outside TV Areas	12.8	-6.1	-16.8
District 8 (Pacific)	0.3	-3.4	-3.7
In TV Areas	0.6	-5.8	-6.4
Outside TV Areas	-1.5	8.1	11.0

TABLE II

Attendance in Relation to Team Performance (plus unless otherwise indicated):

College Teams Which Won	% Change in 1950 Attendance From 1947-1948 Average In TV Areas	Outside TV Areas
75% or More of Games	9.8	12.6
50-74% of Games	-2.9	13.8
25-49% of Games	-23.1	2.5
0-24% of Games	-22.7	-1.5

TABLE III

Attendance in Relation to Number of TV Sets in Area (plus unless otherwise indicated):

	% Change in 1950 Attendance From 1947-48 Average
Percent of Families Owning TV Sets:	
50-59% (8 Areas; 35 Colleges)	-18.3
40-49% (11 Areas; 29 Colleges)	-4.2
30-39% (9 Areas; 15 Colleges)	0.0
20-29% (14 Areas; 28 Colleges)	-5.5
1-19% (13 Areas; 21 Colleges)	11.1
Areas Without Television	9.3
Colleges in areas where 30% or more of families own TV sets	-10.1
All Other Colleges	10.7

TABLE IV

1950 Attendance by Major and Minor Colleges (plus unless otherwise indicated):

	1950 Actual	1947-48 Average	Change
Major Colleges	13,261,447	13,253,430	0.1
Minor Colleges	1,399,861	1,457,226	-3.9
Total	14,661,307	14,710,656	-0.3
In TV Areas			
Major Colleges	9,190,244	9,569,118	-4.0
Minor Colleges	838,275	903,549	-7.2
Total	10,028,519	10,472,667	-4.2
Outside TV Areas			
Major Colleges	4,071,202	3,684,312	10.5
Minor Colleges	561,586	553,677	1.4
Total	4,632,788	4,237,989	9.3

TABLE V

Attendance in Major Conferences (plus unless otherwise indicated):

	1950 Actual Attendance	1947-48 Average Attendance	% Change
Ivy League	1,120,025	1,498,252	-25
Southeast	1,765,922	1,784,342	-1
Southern	865,331	791,058	9
Big Ten	2,223,408	2,175,504	2
Big Seven	974,775	790,982	23
Southwest	1,221,891	879,479	39
Mountain	366,494	429,425	-15
Pacific Coast	1,557,956	1,670,990	-7

AT&T ALLOCATION

FCC Postpones Probe

FCC POSTPONED its investigation of AT&T's allocation of TV coaxial cable and microwave relay time last week for an indefinite period, to permit a trial of the time-allocation formula agreed upon by the four television networks [BROADCASTING • TELECASTING, Dec. 18, 1950].

The action, which had been expected, postponed "until further order" the hearings which were scheduled to begin today (Jan. 15).

Observers thought it unlikely that the hearings would be rescheduled before the end of 1951 and felt the decision then would depend upon the success or failure of the actual operations under the time-allocation formula in the meantime.

Almost simultaneously with the Wednesday order, the National Exhibitors Theatre Television Committee and the Theatre Owners of America filed a joint statement telling FCC that the final solution of the time-allocation question must recognize "the need for the use of intercity video transmission facilities for theatre television."

The statement, submitted by Marcus Cohn of the Washington law firm of Cohn & Marks, said failure to recognize theatre TV's need for use of intercity facilities would discriminate against "the small user," would deprive the public of wanted programming, and "would discourage, and perhaps even make impossible," continuing growth and experimentation in theatre TV.

Allocation Formula

The time-allocation formula worked out by the four TV networks—after their earlier failure to agree had led to protests by ABC-TV and DuMont Television Network, followed by initiation of FCC's investigation—goes into effect for the last three calendar quarters of 1951.

FCC concluded that "it will best conduce to the proper dispatch of [the investigation] to postpone the date for hearings for an indefinite period in order to observe the usage of intercity video transmission facilities of the Bell System Companies resulting from the above-mentioned agreement among the networks."

The formula divides AT&T's intercity TV facilities—where there are not enough for each network to have fulltime access to one circuit—into four "Circuit Groups," and sets up a complex system of priorities to assure that each network will have first call on 25% of the time on the circuits.

But a network loses half of its priority unless it has program acceptances from a plurality of the stations on each leg of its designated Circuit Group. It loses all priority if it has no acceptances. New allocations are made after each calendar quarter, using the same formula each time.

The formula was worked out by the networks in December, with FCC's encouragement and cooperation along with that of the AT&T.

The statement of the National Exhibitors committee and the TOA expressed belief that special frequencies should be allocated for theatre television, but pointed out that FCC itself raised the question of whether a common carrier service cannot meet the needs.

To get that information—which is to be developed in a scheduled FCC hearing on theatre TV—those who wish to render theatre television service are "completely dependent upon AT&T facilities," the statement continued. Further, it said, network commitments appear to govern the availability of such facilities for theatre TV use. The statement continued:

The prospect of any of the networks relinquishing time to theatre television is even dimmer now than before in view of the increased amount of network programming, especially in daytime hours. As a result, the amount of time left for theatre television experimentation during periods which are practical in terms of theatre operations is rapidly diminishing.

The statement said theatre TV today is at about the same point where TV broadcasting was three or four years ago, and that there are now about 15 theatre TV installations in about 10 key areas.

The statement also pointed out that issues designated for the AT&T allocations investigation included questions as to whether the telephone company had refused to furnish intercity video service to customers "on a reasonable request therefor," and whether it is discriminating among customers.

INTERCONNECTION

Decision Proposed Re AT&T, WU

AN FCC hearing examiner ruled last week that "it is not necessary or desirable in the public interest" to require AT&T to interconnect its intercity television facilities with those of Western Union, present or proposed. Examiner Elizabeth C. Smith issued the ruling—an initial decision—after lengthy hearings during much of 1950. Initial decisions become final in 40 days unless appealed to the full commission.

FCC had instituted the hearing on the question of requiring interconnection of AT&T and Western Union TV network facilities at the same time it required the telephone company to interconnect with network facilities of private telecasters until such time as AT&T has enough channels to meet demand [BROADCASTING • TELECASTING, Dec. 26, 1949].

WU's Channel Service

Miss Smith held that over the route covered by Western Union's present intercity TV facilities—linking New York and Philadelphia—AT&T is equipped to supply a total of 13 channels. Western Union, she said, failed to show that these aren't enough to meet "unsatisfied or reasonably foreseeable requirements of the television broadcasting industry" for service between those cities.

She conceded that TV network representatives testified they would like to see Western Union engage in furnishing intercity TV transmission service. But, she said, "none of the network witnesses . . . showed any actual need for Western Union's New York City-Philadelphia channel and none stated a definite intention to utilize such facilities if interconnection were ordered."

Western Union's plans for the future, she said, make construction of additional facilities contingent on interconnection, assurance that broadcasters will use the channels, and availability of funds to finance project. Miss Smith continued:

A requirement that the Bell System companies establish physical connections and through routes between the Bell System intercity video channels and intercity video channels which Western Union may or may not choose to build, would introduce uncertainty into the future planning and provision of video networks of the Bell System companies and hamper proper development of standby and protective channels.

Furthermore, an order such as that requested by the Western Union Telegraph Co. [requiring interconnection] would leave to that carrier the final determination with respect to the necessity and desirability of establishing physical connections and through routes between the carriers, and would, in effect, amount to a delegation to [Western Union] of this Commission's responsibility and authority in this regard. . . .

Such an order could engender situations which would adversely affect the overall development of intercity video transmission facilities and services, especially in those areas where Western Union has proposed alternate plans; and would in effect give the latter carrier a "blank check" for the construction of facilities and the rendition of service over the most desirable of the several proposed routes, without regard to the overall need for service by the public . . .

Miss Smith made clear that she did not mean that FCC may not, in an "appropriate case" and upon a proper showing, require interconnection of proposed facilities of one carrier with the facilities of another. However, she emphasized, "the carrier desiring such interconnected operation [must show] that it is ready, able and willing to provide such facilities and [demonstrate] the necessity or desirability *in the public interest* of such interconnected operation."

THEATRE TV

Paramount Vetoes 525 Lines

TESTS by Paramount Television Productions Inc. have confirmed its belief that a 525-line, 6-mc picture is not satisfactory for monochrome theatre television, FCC was told last week in a petition by the firm for permission to continue its microwave relay experiments in the New York area.

Paramount also indicated it is considering plans to test high definition color TV for theatre use. Paramount Television Productions is licensee of commercial TV station KTLA Los Angeles.

"Common carrier circuits have shown no improvement in bandwidth characteristics since Paramount's last report of a year ago which continue to limit theatre television pictures to low definition and quality," the petition stated. Paramount said it had observed that closed circuit theatrecasts of football games last fall by several theatre companies were successful despite low definition because the games themselves "were of high interest." Cable bandwidths were limited to 3.5 mc, the petition noted.

Paramount stated that in its earlier progress report it had mentioned "that it had under consideration a project involving the transmission of high definition color television signals by microwave relay. Color camera equipment emitting an 18-mc signal, 525-line picture has recently been acquired and a program of experimentation in conjunction with relay transmissions is now being developed."

The petition outlined progress of the past year on 2,000 and 7,000 mc relay equipment and technique, explaining 12,000 mc studies have not been completed since equipment is not sufficiently developed. Other technical aspects of the experimentation also were outlined.

WEINTRAUB BUYS

2 Hours on ABC-TV

WILLIAM WEINTRAUB Agency, New York, has bought two hours on ABC-TV, 11 a.m. to 1 p.m., for four of its clients effective Jan. 20.

Lineup of programs includes the following: A series of Faith Baldwin stories, at 11-11:30 a.m. sponsored by Maidenform Bras; 11:30-12 noon, show is still being negotiated by the agency with a client; 12-12:30 p.m., dramatic program featuring Peggy Ann Garner, sponsored by BAB-O; 12:30-1 p.m., the agency has switched "I Cover The Waterfront" sponsored by Air Wick from Thursday night on the same network to this Saturday period. Time and talent for the two-hour deal said to be about $3½ million.

Agency's plan is to follow the pattern it set for its *Broadway Open House*, 11-12 midnight on NBC-TV, by buying Class C time, yet obtaining a franchise on potential future valuable time, plus availability in a less competitive period.

here at last...

JON AND SONDRA STEELE

MEL TORME

KING COLE TRIO

Top Hollywood Talent for Local TV Budgets

PEGGY LEE

SNADER TELE*scriptions*

CLARK DENNIS

PATRICIA MORISON

HERB JEFFRIES

CAB CALLOWAY

. . . now available in all TV markets!

SNADER TELEscriptions

WHAT THEY ARE Top-quality motion pictures of well-known singing, dancing and musical novelty acts . . . filmed in Hollywood *expressly for television*. Each act is complete in itself and runs for approximately 3¼ minutes. Opening and close of each act is designed for easy integration into any length program, in combination with live announcer or master of ceremonies . . . and smooth interlacing of live or filmed commercials.

HOW THEY ARE USED In preparing programs, each TELE*scription* is used as though it were an individual "live" act. They may be programmed in either 5-minute, quarter-hour, half-hour, or one-hour program series. They are available for daily or weekly showings over 13, 26, 39 and 52 week periods.

HOW MANY AVAILABLE Approximately 400 TELE*scriptions* are now available . . . and new numbers are being added at the rate of ten each week.

HOW ARE THEY PROGRAMMED Station or sponsor may build his own program format or use any of a series of program format scripts specially prepared for use with SNADER TELE*scriptions*, including:

HOLLYWOOD SPOTLIGHT REVUE
TAKE ANOTHER LOOK
BEHIND THE FOOTLIGHTS
INTERMISSION TIME
THE MUSIC ALBUM
GUEST BOOK
PARTY TIME
HOLLYWOOD DIARY

. . . and other great new program formats being added regularly!

DOZENS OF BIG-NAME STARS . . . MORE BEING ADDED EVERY WEEK!

Patricia Morison
Gale Storm
Toni Arden
June Christy
The Pagans
Cab Calloway & Orch.
Charlie Barnet & Orch.
Lionel Hampton & Orch.
Count Basie & Orch.
Miguelito Valdez
Martha Davis
The Starlighters
Carlos Molinas
Mitchell Choirboys
The Harmonicats
Cass County Boys
Marina Koshetz
Peggy Lee
Mel Torme
Tex Ritter
Carl Ravazza
Arthur Lee Simpkins
Diana Lynn
Wesley Tuttle & The Westerners
Guadalajara Trio
Red Ingle & His Natural Seven
Page Cavanaugh Trio
Nat "King" Cole
Herb Jeffries
Clark Dennis
The Pied Pipers
Merle Travis
Frank Yankovic & Polka Band
Red Nichols & His 5 Pennies
The Skylarks
and numerous dancing stars and groups

Snader Telescriptions Sales INC.

REUBEN R. KAUFMAN, President

CHICAGO—59 EAST VAN BUREN (PHONE: WE. 9-5466)
NEW YORK—229 WEST 42ND STREET
BEVERLY HILLS—177 SOUTH BEVERLY DRIVE

PHILADELPHIA . . . *offered exclusively over WFIL-TV*
WASHINGTON . . . *offered exclusively over WNBW*
CHICAGO . . . *offered exclusively over WGN-TV*
MINNEAPOLIS . . . *offered exclusively over WTCN-TV*
SAN FRANCISCO . . . *offered exclusively over KRON-TV*

Watch for the announcement of other leading TV stations offering SNADER TELEscriptions!

AGENCIES, STATIONS, SPONSORS: WRITE, WIRE OR PHONE OUR CHICAGO OFFICE FOR COMPLETE DETAILS!

Station
KRLD TV
DALLAS
Serves
THE LARGEST TELEVISION MARKET . .
Southwest
DALLAS FT. WORTH
Combined Population
DALLAS and TARRANT COUNTIES . . .
920,500
NOW there are
100,544
Television Homes
in KRLD-TV's Effective Coverage Area
The CBS Station for DALLAS and FORT WORTH
this is why
KRLD
AM-FM-TV
Channel 4
is your best buy
The TIMES HERALD Station
National Representatives
THE BRANHAM COMPANY

telestatus

Department Store TV Use Reviewed by BAB

(Report 146)

"IT TAKES only half an eye to see that television has swept through the department store field like a brush fire," BAB states in a report sent to member stations last week covering the women's apparel and accessory field.

Noting that "retailers everywhere that are within signal distance of a TV station are either thinking about it seriously or already using the medium," the report points out that larger stores are using TV more extensively than smaller ones, as follows:

Annual Sales	% using TV	Hours per Week
$ 1- 2 million	4%	*
$ 2- 5 "	7	*
$ 5-10 "	16	0:22
$10-20 "	26	0:17
$20-50 "	32	1:12
Over $50 "	46	1:29

Accordingly, the report states, "the problem with women's wear retailers is not so much one of selling them on the medium, but showing them how to use it profitably." The report closes with a list of suggestions for TV stations to use in approaching prospects in this field.

* * *

Two Stations Issue New Rates

WDSU-TV New Orleans and WPTZ (TV) Philadelphia announced new rates last week, both effective Jan. 1.

The Class A rate (6-11 p.m. daily) became $325 an hour on a one-time basis when Rate Card No. 4 went into effect at WDSU-TV. A one-time hour of Class B time (5-6 p.m., Mon.-Sat.; 12 noon-6 p.m., Sun.) now is set at $243.75. All other time, Class C, starts at $195 for a one-time hour. One-minute announcements, slide or film, start at $65 in Class A time and $39 in Class B time, which, in the case of announcements, covers all other times. Charges for live studio programs and announcements are in addition to the basic rates in all time classifications and apply to all live talent studio productions.

At WPTZ, Rate Card No. 7 sets an hour of Class A time (7-10:30 p.m., Mon.-Fri.; 1-10:30 p.m., Sat. and Sun.) at $1,000 for live-studio and film time. Class B time (5-7 p.m., Mon.-Fri.; 10:30-11 p.m., Mon.-Sun.) starts at $750 an hour on a one-time basis. In the remaining Class C time rates start at $500 an hour. Announcements of 20 seconds or one minute are now $200 in Class A time, $150 in Class B and $100 in Class C on a one-time basis.

Tele-Que Releases Year-End Report

GREATEST 1950 television audience draw in the Los Angeles area was *Hopalong Cassidy*, according to a Tele-Que survey released last week by Coffin, Cooper & Clay Inc., Los Angeles. Program topped others in the area by 20%. Figures were gathered from a total 12 month survey audience of over 6,000 TV viewers in the Los Angeles and Orange County areas, covering approximately 500 persons per month by diary method.

Taking the next four leading places in the year round survey were *Sunday Movies*, *Spade Cooley*, *Texaco Star Theatre* and *Lone Ranger*.

Survey also revealed *Time for Beany* as the most viewed children's show for 1950 and the USC-Notre Dame football game as drawing the largest daytime television audience of the year. Over half million people in Los Angeles area reportedly viewed the game.

* * *

Advertest Surveys New York Set Ownership

TOP brand of television set in the New York area is RCA, according to a report released last week by Advertest Research. RCA sets reportedly were found in 29.2% of the homes surveyed by the firm between March 1949 and November 1950.

Philco was reported in second place, in 11.4% of the homes, and DuMont was shown as the third most popular set, in 10.5% of the homes covered. Altogether 51 different brands of television sets were found, with the top three brands accounting for 51.1% of all ownership.

Weekly Television Summary—January 15, 1951, Telecasting Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	6,100
Ames	WOI-TV	33,724
Atlanta	WAGA-TV, WSB-TV	67,800
Baltimore	WAAM, WBAL-TV, WMAR-TV	252,226
Binghamton	WNBF-TV	31,270
Birmingham	WAFM-TV, WBRC-TV	35,000
Bloomington	WTTV	13,000
Boston	WBZ-TV, WNAC-TV	609,388
Buffalo	WBEN-TV	171,211
Charlotte	WBTV	50,406
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	776,700
Cincinnati	WCPO-TV, WKRC-TV, WLWT	223,000
Cleveland	WEWS, WNBK, WXEL	396,082
Columbus	WBNS-TV, WLWC, WTVN	122,000
Dallas Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	100,544
Davenport Quad Cities	WOC-TV Include Davenport, Moline, Rock Is., E. Moline	38,466
Dayton	WHIO-TV, WLWD	146,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	376,706
Erie	WICU	43,470
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	100,544
Grand Rapids	WLAV-TV	101,126
Greensboro	WFMY-TV	41,968
Houston	KPRC-TV	58,433
Huntington-Charleston	WSAZ-TV	32,500
Indianapolis	WFBM-TV	112,000
Jacksonville	WMBR-TV	26,000
Johnstown	WJAC-TV	54,472
Kalamazoo-Grand Rapids	WKZO-TV	95,860
Kansas City	WDAF-TV	93,170
Lancaster	WGAL-TV	71,951
Lansing	WJIM-TV	40,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KTLA, KTSL, KTTV	831,232
Louisville	WAVE-TV, WHAS-TV	65,730
Memphis	WMCT	70,146
Miami	WTVJ	50,000
Milwaukee	WTMJ-TV	189,500
Minn.-St. Paul	KSTP-TV, WTCN-TV	188,100
Nashville	WSM-TV	16,725
New Haven	WNHC-TV	129,500
New Orleans	WDSU-TV	43,390
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,000,000
Newark	WATV Inc. in N. Y. Estimate	52,450
Norfolk	WTAR-TV	68,000
Oklahoma City	WKY-TV	57,510
Omaha	KMTV-, WOW-TV	725,000
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	25,100
Phoenix	KPHO-TV	212,000
Pittsburgh	WDTV	100,522
Providence	WJAR-TV	51,710
Richmond	WTVR	70,000
Rochester	WHAM-TV	38,466
Rock Island Quad Cities	WHBF-TV Include Davenport, Moline, Rock Is., E. Moline	35,900
Salt Lake City	KDYL-TV, KSL-TV	37,650
San Antonio	KEYL, WOAI-TV	76,000
San Diego	KFMB-TV	127,000
San Francisco	KGO-TV, KPIX, KRON-TV	133,000
Schenectady Albany-Troy	WRGB	55,600
Seattle	KING-TV	229,000
St. Louis	KSD-TV	88,114
Syracuse	WHEN, WSYR-TV	70,000
Toledo	WSPD-TV	57,425
Tulsa	KOTV	33,000
Utica-Rome	WKTV	219,750
Washington	WMAL-TV, WNBW, WTOP, WTTG	53,466
Wilmington	WDEL-TV	

Markets on Air 63 Stations on Air 107 Estimated Total Sets in Use 10,190,000

Editor's Note: Totals for each market represent estimated sets within televiewing area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are complied monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

1.

THROCKMORTON SET OUT ON A WIZARD SAFARI,
WITH MORE BLOODY KIT THAN HIS PORTERS COULD CARRY.

2.

HE WAS ARMED FOR THE WORKS, FROM TITMOUSE TO RHINO—
HOW HE HOPED TO GET GUN AND GAME MATCHED, DAMIFINO.

3.

FOR THEY'RE STILL BUSY SORTIN' OUT MR. THROCKMORTON,
WHO DISCOVERED THE CHOICE OF THE *RIGHT ONE* TOO THWARTIN'.

4.

MORAL: You're loaded right for the Dayton market, when you take aim with Dayton's biggest caliber station—WHIO-TV.

When You're Hunting Dayton* Sales

THE SHOW MUST GO ON WHIO-TV

* It's a happy hunting ground, Dayton—with 366,457 families in our micro-volt contour glued to 160,000 TV sets (and more every day!) That's one of the hottest percentages in the nation! Let National Representative, G. P. Hollingbery give you facts and figures on Dayton and the rich Miami Valley—a market dominated† by Dayton's first and favorite station—WHIO-TV.

CHANNEL 13
whio-tv
AM
FM
DAYTON, OHIO

† Pulse November report shows WHIO-TV had 13 out of 19 top televised shows!

SET OUTPUT

Forecast Trend at Chicago Showing

INVENTORIES of radio and television sets will remain steady during the first quarter of 1951, after which stocks will be affected drastically by production cutbacks brought on by defense requirements and shortages of basic materials. This was the concerted opinion of manufacturers, distributors and retailers of radio and television products as they met in Chicago last week for the opening of the two-week annual winter furniture market at the Merchandise and Furniture Marts.

On Tuesday, a panel of radio, TV and appliance executives at a news conference forecast a possible "black market" in video sets by early summer, and pointed out that January volume of sales is about as high as that during the pre-Christmas period. Richard A. Graver, vice president in charge of sales for Admiral, sees the possibility of "scare buying" in the near future. He and Fred Wilson, president of Capehart-Farnsworth, said retailers have more inventory in television products on hand than a month ago, but reported only "a few weeks' supply" on the retail level. Both agreed that distributors' inventories are "nominal".

Predicts No Shortage

T. J. Newcomb, sales manager for the general appliance division of Westinghouse, predicted no shortage of radios or other appliances for "at least three months". He predicted cutbacks after March, however, along with a period of unemployment occasioned by the slack in production between the time consumer production is cut down and defense production begins.

Manufacturers generally seemed to be planning to stress production of replacement parts to keep old sets in operation. Many are completing plans to conserve vital metals used in set manufacture, with elimination of decorative and non-utilitarian features. Admiral and Capehart, in a conservation measure, have scheduled less production of FM sets, and are incorporating FM into fewer radio-phonograph combinations. Mr. Wilson termed "FM on the decline."

Many set makers plan to build smaller and less expensive radio and TV models, relegating volume on the high-priced, elaborate sets to a minimum. All speakers noted that the usual January let-down did not arrive this year.

Mr. Newcomb reported "there is little new" in the 1951 market because inventories "are at their lowest point in appliance history". Most of the traffic in and out of showrooms at both marts seemed to be caused by radio and TV distributors seeking larger allocations from the manufacturer. Few set-makers were taking orders directly from retailers.

More than 40 firms exhibited their products for an estimated 30,000 buyers from all over the country. Displays centering on radio and television were featured by manufacturers of furniture, accessories and parts as well as sets. Among manufacturers introducing new radio and TV lines were General Electric, Admiral, Magnavox, Westinghouse, Capehart-Farnsworth, Bendix, Motorola, Hallicrafter, Sparton and Air King.

Admiral's "Class of '51" series, "the most extensive line it has ever produced", includes 35 video and 12 radio models ranging in price from $19.95 to $895. The $895 item is the new Tele-Bar, which Admiral claims "has everything". In addition to a 21-inch-screen TV set, the model has a radio, three-speed phonograph and a built-in bar.

Most of Admiral's TV models have 17 and 21-inch screens. The line includes five table models, the smallest with a 14-inch screen, and 15 consoles with 17 and 21-inch tubes. Fifteen TV-radio-phono combinations were unveiled, all with 17 and 21-inch screens. Prices of 1950 have been retained on all models with 14 and 16-inch screens. Hikes have been added on the larger models.

GE Line Shown

Thirty-two models appeared in the line of General Electric, which plugged its "black-daylite" video sets. Twelve TV sets included three table models and nine consoles, with prices ranging from $269.95 to $775. Among the radios were seven AM table models, priced from $22.95 to $42.95; seven clock-radios, $29.95 to $39.95, and five radio-phonograph consoles, $189.95 to $279.95. One radio-FM table model appears in the new lineup, retailing for $54.95.

All TV sets in the Magnavox line have 17 and 20-inch rectangular picture tubes. Sixteen different cabinet styles were introduced, with 11 styles in radio-phonograph combinations. Eight of the latter incorporate the firm's "Add-a-Television" feature. The line includes a record-changer which plays all sizes and speeds of discs.

Westinghouse Offering

Westinghouse previewed seven video sets and nine radios as additions to the 1951 line. The former include three table models and three consoles with 17-inch tubes, plus a console equipped with full-length doors and a 20-inch tube. Prices range from $259.95 to $495. Radio models include four AM table sets, two AM-FM table models, two portables and one AM-FM console with three-way record changer, priced from $21.94 to $275.

Westinghouse plans to maintain quality in its production, "if necessary, at the sacrifice of volume of price". The new TV sets have single-dial tuning with illuminated control.

Highest-priced item among the models is the Stratton, a console with a 20-inch tube housed in a mahogany veneer cabinet. The price is $495. Other sets and prices are the Dorset, table model, simulated wood cabinet, 17-inch picture tube, $259.95; Andover, table model, mahogany, 17-inch tube, $279.95, with a companion model, the Fenway, frosted oak, $299.95; Brentwood, console, mahogany, 17-inch, $369.95; Shelton, console, 17-inch, mahogany, half-doors, $399.95, and a companion model, the Warwick, $425.

Capehart-Farnsworth Sets

Capehart-Farnsworth introduced its first table radio, a clock-radio. It has a Telechron electric clock and sells for $49.95. Heading the TV lineup was the Berkshire, with a 20-inch rectangular tube, AM-FM radio and record changer operating on all sizes and speeds. Price is $449.95.

Other new models: Spinet, console TV, 17-inch rectangular tube, $339.95 and $359.95 (in bisque); Monmouth, TV console, half-doors, 16-inch, mahogany, $379.95, $399.95 (bisque); Chicagoan, TV console, 16-inch, mahogany, $389.95, $409.95 (bisque); Georgetown, 17-inch, console, mahogany, full-length doors, $449.95; New Englander, TV console, full-length doors, 16-inch French Provincial, $475.95, and Bedford, 16-inch table model TV, $319.95, (bisque).

The Chippendale, AM-FM radio-phonograph, sells for $425. The Futura, also a radio-phono combination, sells for $445.

The 1951 line of Bendix includes six sets, two carried over from 1950. Prices range from $239.95 to $479.95. Line includes 17-inch table model, simulated woods; 17-inch table model, mahogany; 17-inch closed door console, 17-inch Provincial style console; and a 20-inch console.

Hallicrafters' Models

Twenty-one models appear in Hallicrafters new line, ranging in price from $249.95 to $695, the latter a mahogany, 20-inch three-way combination model called the Sheraton. The $249.95 set is a 16-inch table model with a leatherette finish. Its price has gone up $10 since last year. Three sets in the 17 and 20-inch screen class have gone up from $20 to $25.

Among manufacturers exhibiting their lines were Air King Products, Crosley (division of Avco Manufacturing), Capehart-Farnsworth, General Electric, Telequip, Trylon Radio Labs., Admiral, Arvin Industries, Bendix (division of Bendix Aviation), Philco, RCA Victor and Sparton (division of Sparks-Withington).

DAYTIME BEST

Stolzoff, Enders Tell Retailers

(also see main NRDGA story page 25)

DAYTIME television was advocated as an ideal medium for retailers by two advertising agency executives—J. S. Stolzoff, vice president of Cramer-Krasselt Co., Milwaukee, and Robert J. Enders, president, Robert J. Enders Inc., Washington—speaking Tuesday at a joint luncheon session of the American Television Society and National Retail Dry Goods Assn. at New York's Hotel Roosevelt.

Noting that nighttime TV program periods are unavailable for most retailers, Mr. Stolzoff declared that the old idea that women would not halt their household chores to watch television has been completely exploded as daytime program ratings and sales of goods advertised on these shows prove that women do watch. Daytime TV has sold stocking caps, cook books, tables, shoes and stockings, he noted, adding that this disproves another strongly held belief that television was good only for advertising things that could be demonstrated.

Own Experiences

Reporting on the experience of his agency with daytime TV shoppers shows for a number of department stores, Mr. Stolzoff pointed out that another misconception that TV is good only for selling hard goods is rapidly vanishing in view of the medium's success in selling soft goods, of great importance to retailers who may soon be faced with a shortage of hard goods as restrictions on metals for civilian use go into effect.

Urging stores to investigate daytime television now, while time is still available, Mr. Stolzoff concluded his remarks by declaring: "For the first time a medium other than newspapers is making a bid for the department store dollar."

Enders Concurs

This sentiment was endorsed by Mr. Enders, who told the group that "afternoon TV time will be as valuable to retailers as the back page of a newspaper." Daytime is the only part of TV a retailer will be able to stake out as his own and hold onto, he said, pointing out that already in extending his agency's daytime programs into new cities his major problem is not finding sponsors but locating station time.

ATS President David Hale Halpern closed the meeting with a plea for advertisers, agencies, broadcasters and retailers alike to remember their dual responsibility of selling democracy and the American way of life as well as merchandise, noting that profits will mean very little if a foreign ideology is allowed to capture the minds and hearts of the public.

upcoming

Jan. 15: Joint Electronics Industry Advisory Committee meeting with Munitions Board.

Jan. 15: First District Convention, Advertising Federation of America, Hotel Sheraton, Providence.

Jan. 15: Media Conference, American Assn. of Professional Baseball Leagues, Columbus.

Jan. 15-17: Maritimes Region, Canadian Assn. of Broadcasters, meeting at Fort Cumberland Hotel, Amherst, N. S.

Jan. 17-18: RTMA Industrial Relations Conference, Statler Hotel, New York.

Jan. 19-20: Southwestern Assn. of Advertising Agencies, Baker Hotel, Dallas.

Jan. 22: Educational TV hearing resumes, FCC, Washington.

Jan. 22-23: Assn. of Railroad Advertising Managers, St. Augustine, Fla.

Jan. 22-24: Newspaper Advertising Executives Assn., Annual Meeting, Edgewater Beach Hotel, Chicago.

Jan. 22-26: AIEE Winter General Meeting, Hotel Statler, New York.

Jan. 23: Academy of Television Arts and Sciences annual awards dinner, Ambassador Hotel, Los Angeles.

Jan. 26-27: South Carolina Broadcasters Assn., Columbia, S. C.

Jan. 27-28: National Advertising Agency Network, Eastern Regional Meeting, Hotel DuPont, Wilmington, Del.

Jan. 31-Feb. 2: NAB Board Meeting, Belleview-Biltmore Hotel, Belleair, Fla.

Feb. 3: Radio Correspondents Assn. Dinner for the President, Hotel Statler, Washington, D. C.

Feb. 5: Arkansas Broadcasters Assn., Little Rock, Ark.

Feb. 16-17: First Annual Regional Television Seminar, WAAM (TV) Baltimore.

Feb. 26-28: Florida Assn. of Broadcasters and Florida State General Extension Division Sports Clinic, Gainesville, Fla.

Feb. 26-March 1: Canadian Assn. of Broadcasters Meeting, Chateau Frontenac, Quebec, Que. (Registration date is Feb. 25.)

March 12-13: American Management Assn., Marketing Conference, Waldorf-Astoria, New York.

March 28-30: Assn. of National Advertisers, Spring Meeting, The Homestead, Hot Springs, Va.

April 11: Brand Names Day 1951, Hotel Commodore, New York.

April 14-18: Financial Public Relations Assn., Midyear Meeting, Dallas, Tex.

April 15-19: NAB 29th Annual Convention, Hotel Stevens, Chicago.

April 20-21: Southwestern IRE Conference, Southern Methodist U. Dallas.

April 24-26: American Newspaper Publishers Assn., Annual Convention, Waldorf-Astoria, New York.

June 10-13: Adertising Federation of America, Annual Convention and Exhibit, Hotel Chase, St. Louis.

June 17-21: Advertising Assn. of the West, 48th Annual Convention, Cosmopolitan Hotel, Denver.

June 20-22: American Marketing Assn. Conference, Hotel Statler, Detroit.

FCC Correction

FCC SPOKESMEN said Friday that a Dec. 27 release on Secretary's actions inadvertently showed the issuance of a license to WBTV (TV) Charlotte to change its transmitter location. Actually, they said, the license was issued to cover construction permit and included a change in the *description* of the transmitter location—not a change in the location itself. WBTV officials said they'd received calls from viewers fearful that a change was being made which would deprive them of TV service.

ERIE CHARGES

WICU's Owner Answers

DISPUTE involving WICU (TV) Erie, Pa., continued last week as Edward Lamb, *Erie Dispatch* publisher and owner of WICU and WTVN (TV) Columbus, Ohio, replied to charges made by publishers of the *Erie Times* [BROADCASTING • TELECASTING, Jan. 8].

Times co-publishers, John J. Mead Jr. and George J. Mead, have criticized WICU's operating and advertising practices.

In a telegram to BROADCASTING • TELECASTING, Mr. Lamb declared that "to even suggest that we have had any joint rates, forced or voluntary, between WICU and the *Erie Dispatch* is the foulest type of journalism."

Mr. Lamb stated also that "ever since I refused to sell a share of stock in WICU to my newspaper competitor in Erie, there has been a terrific campaign of abuse . . ."

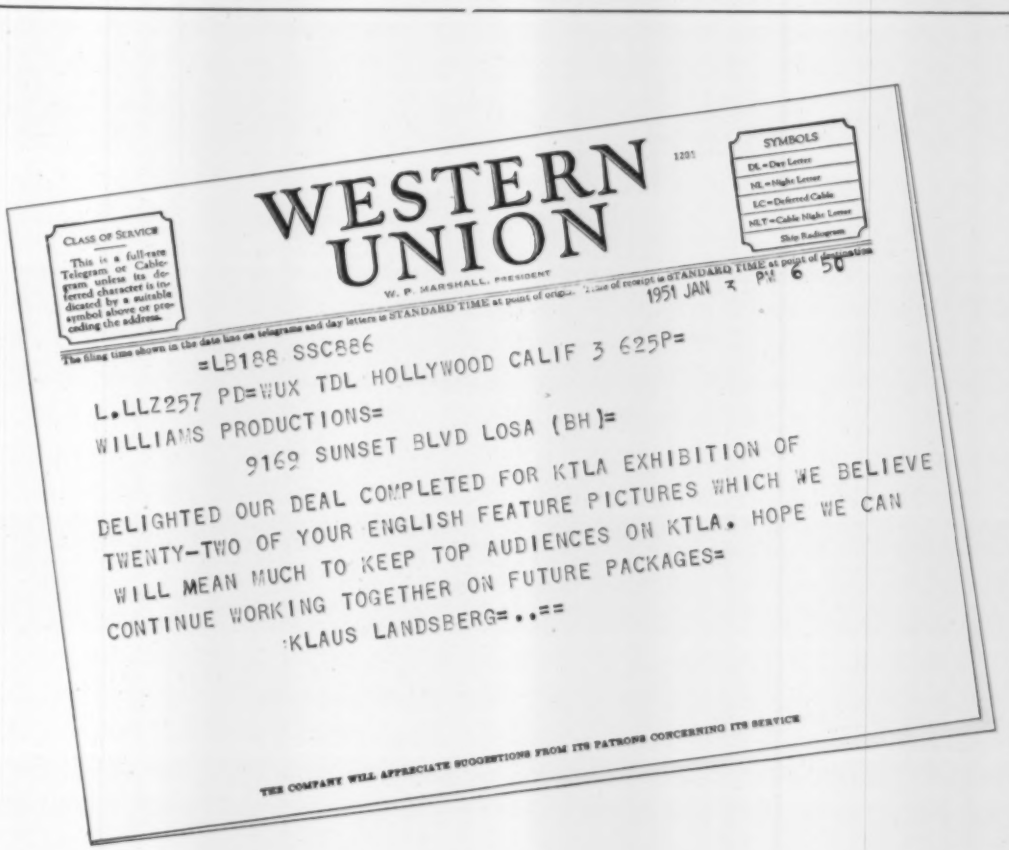
Previously, the *Times* publishers pointed to Mr. Lamb's complaints as an attempt to discredit them in their application on behalf of Erie Television Corp. for Channel 3 (60-66 mc) in Erie and as a propaganda weapon with advertising agencies.

Sees Set Slash

TELEVISION manufacturing industry, which turned out nearly 7,500,000 TV sets in 1950, will "under present conditions" produce only about 3 million video receivers during 1951, F. M. Sloan, manager of the Television-Radio Div. of Westinghouse Electric Corp., predicted Friday in a talk to a meeting of eastern Westinghouse distributors at New York's Barbizon Plaza Hotel.

TV GUIDE-New England Inc., newly formed subsidiary of TV Guide Inc., N. Y., announces purchase of *TV Forecast*, Boston publication, which will also be known as *TV Guide*.

FACILITIES for telecasting of Georgia Tech's basketball games by WSB-TV Atlanta are pointed out by Roy Mundorff (r), assistant athletic director, to Julian N. Trivers (l), publicity director of Davidson's department store, sponsor, and J. Leonard Reinsch, managing director, Cox Radio-Television Operations. WSB-TV telecast Tech home games for past two years.


WESTERN UNION

W. P. MARSHALL, PRESIDENT

SYMBOLS
DL = Day Letter
NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

CLASS OF SERVICE
This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

1201

1951 JAN 3 PM 6 50

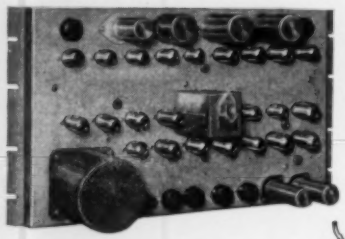
The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

=LB188 SSC886
L.LLZ257 PD=WUX TDL HOLLYWOOD CALIF 3 625P=
WILLIAMS PRODUCTIONS=
9169 SUNSET BLVD LOSA (BH)=
DELIGHTED OUR DEAL COMPLETED FOR KTLA EXHIBITION OF
TWENTY-TWO OF YOUR ENGLISH FEATURE PICTURES WHICH WE BELIEVE
WILL MEAN MUCH TO KEEP TOP AUDIENCES ON KTLA. HOPE WE CAN
CONTINUE WORKING TOGETHER ON FUTURE PACKAGES=
:KLAUS LANDSBERG=..==

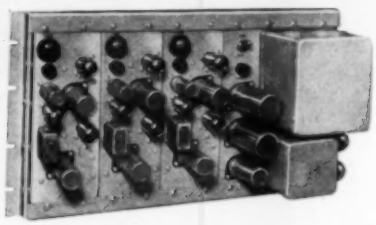
THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

AVAILABLE FOR IMMEDIATE BOOKING

Buy 'em SINGLY...



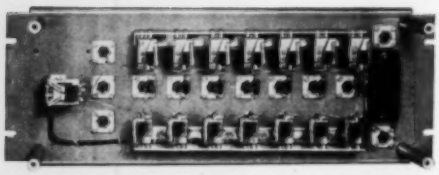
TV STABILIZING AMPLIFIER—*Does a Better Job* than any other stabilizing amplifier on the market. Some of its notable advantages are: automatic correction of sync and blanking, adjustable sync percentage, improved LF characteristics, automatic clipping of white spikes.



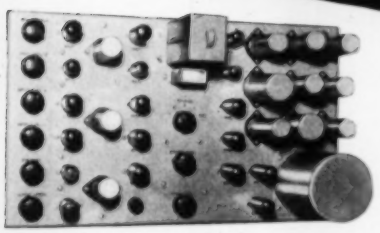
UTILITY VIDEO AMPLIFIER ASSEMBLY—*Improved Band Width and Adjustable High Gain.* Provides accurate output monitoring even when feeding telephone lines. Maintenance is low because negative feedback eliminates peaking coils and permits wider tolerance in tubes and components.

VIDEO PATCHING EQUIPMENT—*Quick and Convenient Adjustment* of video distribution circuits are provided by these complete G-E units. Common grounds are avoided by isolation between jacks and shields. Dual control plugs are self-aligning. Easily installed. Exceptionally high reliability. Oxidation is avoided through the use of gold-plated contacts.

These General Electric *studio rack units* are interchangeable with any TV system!



VIDEO SWITCHING RELAY CHASSIS—*Saves Space* yet permits easy expansion of system inputs or outputs. Each chassis is adaptable to preset control and you get fast transfer through a single transfer relay.



TV ELECTRONIC MIXER—*Lap, Fade, and Dissolve* at constant, preset rates at the touch of a finger at control panel. Unique bypass feature permits you to release three channels for rehearsal use while carrying program. It's all-electronic—operation is practically automatic.

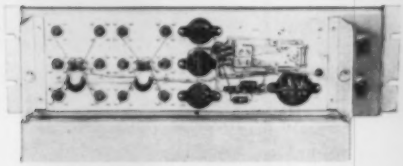
Buy 'em TOGETHER

Here's a way to replace obsolete studio rack equipment with new G-E units that meet all existing RMA performance standards.

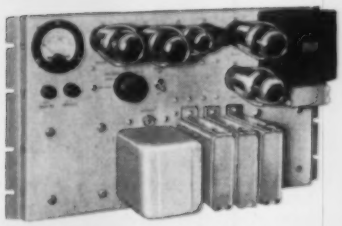
Study the items shown on these pages. With them you can modernize your sync distribution system . . . get better performance, better handling of poor input signals . . . more flexibility in video patching . . . smoother studio control all around.

All General Electric studio units are designed specifically for easy maintenance—dead front construction, no exposed voltages. Standard video controls are used throughout. Kits are available to accommodate any position of rack mounting angles.

In addition to the equipment shown here, General Electric makes a complete line of studio gear, including camera channels, sync generators, and projectors. The broadcast representative at the G-E office near you will tell you more. Call him or write: *General Electric Company, Electronics Park, Syracuse, New York.*



SYNC GENERATOR SWITCHING UNIT—*Local or Remote Switching Control* of any sync generator with RTMA output is easy with this unit. Handles four sync signals and one "sync lock" signal. Automatically switches spare sync generator into system should operating sync generator power supply fail. Video relays minimize cross-talk.



REGULATED POWER SUPPLIES—*High Current Capabilities* with low ripple make these power supplies ideal for TV station application. Single phase input, built-in voltage and current instrument. Time-delay start protects tubes.

HANDY LEATHERETTE ENVELOPE . . . will be sent on request to station managers and engineers. Inside compartment packed with illustrated specification sheets on G-E television equipment. Write: *General Electric Co., Section 211-15, Electronics Park, Syracuse, New York.*

You can put your confidence in

GENERAL ELECTRIC

ELECTRONIC DATA

Plan Voluntary Censorship

VOLUNTARY censorship over the release of information relating to electronics and other equipment has been announced by the Dept. of Commerce as a national security measure.

Secretary Charles W. Sawyer has set up facilities within the department's Office of Technical Services to guide editors and other persons "in a position to release unclassified technical information" to radio networks, press and other media sources. Basis of the action was receipt of a number of requests for guidance on release of data on electronics and other subjects. OTS will serve as a "clearing house" for such information.

Industrial information that might endanger national security, the Commerce Dept. said, includes details of strategic equipment, advanced developments, existence of special installations and production "know-how."

EMPIRE ANTENNAS

WATV Newark Asks To Join

WATV (TV) Newark, N. J., last week filed an application with FCC for approval to add its antenna to those of other metropolitan New York TV outlets on the same tower atop the Empire State Bldg. in New York. WATV noted WNBT (TV), WABD (TV), WJZ-TV, WCBS-TV and WPIX (TV) already have filed for FCC consent to such installation.

WATV, whose transmitter presently is located at Watchung Mt. Range, West Orange, N. J., estimated the Empire State antenna installation would cost a total of $123,000. From the new site the station's 0.5 mv/m contour would include a population of 12,161,872, FCC was told. WATV is assigned Channel 13 (210-216 mc) with effective radiated power of 3.05 kw visual and aural. Antenna height above average terrain for the Empire State site was given as 1,403 ft.

After the change, WATV estimated first year's operating cost would be $1,124,619, including depreciation. Revenue estimate for the same period was $1,434,784. No change in studio site from present Television Center at 1020 Broad St., Newark, is planned.

Copyright Fees Denied

REQUEST for copyright fees for music on television stations in Canada was turned down by Canadian Copyright Appeal Board at Ottawa Jan. 4, on grounds that there are as yet no television stations in Canada. It was understood Justice Thorson told Composers, Authors and Publishers Assn. of Canada (CAPAC), the Canadian ASCAP, that there was no sense discussing TV music licensing in Canada until there were TV stations in Canada.

open mike

Interest Maintained

EDITOR:

. . . I know that I will have many additional duties now that I am Party Whip, I hope that it will not interfere with my other duties. Certainly my interest in radio and communications matters will not be diminished. . . .

Lyndon B. Johnson
United States Senate
Committee on Armed Services
Washington

* * *

Keeps Informed

EDITOR:

This is just a little note as we go into the New Year of '51 to let you know that we folks down here at Oakite always keep abreast of the times and all the latest doings and available information on both radio and television, through your good magazine BROADCASTING • TELECASTING.

The only thing is that somebody always keeps swiping the copy off my desk even before I am through with it. Because we are getting ready right now . . . going into television and radio for early spring of '51 . . . we are particularly keen readers of your magazine.

We like first of all the nice informal manner in which the book is gotten together . . . we like your viewpoints as reflected in your general editorials . . . and we also enjoy the vivid reporting of the various events and may I say always up-to-date happenings in this important field.

Frankly, I wouldn't miss a copy of your magazine for the world, and with kindest regards, I am,

Frank A. Conolly
Manager, Package Division
Oakite Products Inc.
New York

* * *

d-Con Accolade

EDITOR:

May I take this opportunity of thanking you for the wonderful story about d-Con in the Dec. 11 issue.

I have received numerous comments both by letter and telephone. The article was very well written and from all indications, very well received.

Again may I thank you.

Harry A. Friedenberg
Marfree Adv. Corp.
Chicago

* * *

'Personal Interest'

EDITOR:

My compliments to you and your staff on the alert way in which you continue to cover the many facets of this mushrooming business and to campaign for what is best for it.

And as you continue to grow with the industry, may you never lose that personal interest which you have always reflected in all of us individuals, big and small, who work in it.

Ralph H. Patt Jr.
Detroit Manager
CBS Radio Sales

* * *

WIRK Ownership

EDITOR:

Under your listings of FCC Actions under new applications of summary to Dec. 28, 1950, in your Jan. 1, 1951, issue, you list the Wilmington Broadcasting Service and show Joseph B. Matthews 25% interest in WIRK West Palm Beach.

Please be advised that Mr. Matthews has absolutely no interest in WIRK, having been relieved over a year ago.

Joseph S. Field Jr.
Manager
WIRK West Palm Beach, Fla.

* * *

Clock-Spot Battle

EDITOR:

Radio Station WLRP New Albany, Ind., signed up with a [illegible] last summer for one of those combination display clockspot announcement arrangements.

The grief resulting therefrom has been endless.

The clock people made and broke promises with the subscribers they signed up; clocks delivered in case proved faulty; there were violations of the restricted sales list; we haven't been paid by the clock firm in months; ad infinitum.

It has been a battle to preserve a very carefully nurtured business reputation for the station.

We have pursued for months an appeal to the company to satisfy its commitments to the clients. We have not been successful.

This is to advise the broadcasting industry that WLRP is in the process of filing a heavy damage suit against the clock company. If any station wants to know what's what or who's who before getting involved in similar straits, just communicate with us. We'll be glad to pass on the information.

Roy L. Hickok
President
WLRP New Albany, Ind.

HOWARD NEWTON

Former Agency Head Dies

HOWARD W. NEWTON, 47, advertising executive and former head of his own advertising agency, died Jan. 8 of a heart attack at his home in Lucas Point, Conn.

Mr. Newton entered the advertising field with George L. Dyer Co., New York, upon leaving Harvard in 1921. He subsequently served as vice president and copy chief of J. M. Mathes Inc. for eight years and later joined Donahue & Coe. in the same capacity.

He became vice president and copy chief of Dancer-Fitzgerald-Sample, New York, in 1947. In 1949 he opened his own firm in New York to handle placement of creative people and executive personnel.

Mr. Newton was a member of the Golden Ulcers Club, an advertising agency executive group, and was an ardent boatsman and fisherman.

Surviving are his widow, Grace Fletcher Newton; a daughter, Nina, his mother and a son and daughter by a previous marriage.

Radar Tubes

PLANS for manufacture of radar and miniature receiving tubes for use by the military were announced last week by the Fidelity Tube Corp., East Newark, N. J. The company, which claims to be one of the largest producers of cathode ray tubes, will continue to make TV tubes for civilian use "until a full wartime conversion should become necessary," according to Benjamin Ozaroff, firm's president.

Communications

(Continued from page 21)

mendations in the domestic standard broadcasting phase of the Board jurisdiction. The Board also provided:

It [Committee 4] shall also consider other domestic broadcasting systems including relay broadcasting, high frequency (FM) broadcasting, television, facsimile broadcasting, and experimental broadcasting. The Committee's work in all of these fields will include recommendations for the speedy and efficacious use in time of military emergency of all necessary domestic broadcasting facilities and communications services associated therewith, with the requirements of the national defense as a primary consideration.

Organizations represented on Committee 4 included AFL, AT&T, Blue Network, Broadcasters Victory Council, CBS, CIO, Faximile Inc., FCC, FM Broadcasters Inc., Finch Telecommunications Inc., Mutual, NAB, NABET, NBC, National Federation of Telephone Workers, National Independent Broadcasters, RMA's National Television System Committee, Office of War Information, State Dept., U. S. Independent Telephone Assn., War Dept., War Production Board, and Western Union.

film report

J. ARTHUR RANK, movie producer; **Richard Carlson**, actor, and **Fred Packard** plan to produce, in Africa, series of 26-hour films for TV and theatre. Western rights to film to be maintained by Mr. Packard and Mr. Carlson. Mr. Rank will bear entire expense of project, and retain Eastern Hemisphere rights. He also plans to combine two or more films into full-length features. Mr. Carlson will write and produce series which is expected to get underway in spring.

Bing Crosby Enterprises, Los Angeles, starting final series of *Fireside Theatre* films for **Procter & Gamble**. With completion of this series, firm will have done total of 44 films for year. Agency: **Compton Adv.**, Hollywood. . . . **Sarra Inc.**, Chicago, features "performing peanuts" in series of 20-second video commercials for **Peter Pan Peanut Butter**, product of **Derby Foods**, through **Needham, Louis & Brorby**, Chicago. Spots show antics of four acrobatic peanuts and "Mr. Vacuum Cap," singing and performing to jingle.

Series of eight one-minute and two 20-second live action TV film commercials completed by **Telefilm Inc.**, Hollywood, for **White Stag Inc.**, Portland, Ore., on behalf of firm's spring and summer sun fashions. If spots are successful, firm plans to use TV to introduce various seasons' clothes. Agency: **Allen & Clenaghen**, Portland.

Martin Gerard named New York representative for **Telepix Corp.**, (TV film producers). **Frank Wright**, Frank Wright National Corp., advertising agency, named to represent firm in San Francisco. Telepix recently completed TV films for **Albers Milling Co.** (Friskies Dog Food), **Regal Pale, Piuma Wine, Louis Milani Foods Inc., Penny-Owsley Music Store** on behalf of **Hammond Organ.**

Academy Film Productions Inc., Chicago, has completed TV film spots for **New Era Potato Chips**, through **Ewell & Thurber** agency; **Tele-Clear Antenna**, through **Leo P. Bott Jr.**, and **Levinson's Jewelers** . . . Exclusive TV rights to two films of producer **Jules Levey** acquired by **Sterling Television Co. Inc.**, New York, President **Saul J. Turell** has announced. Films are "The Hairy Ape," with William Bendix and Susan Hayward and "Jacare" with Frank Buck.

John Sutherland, president **John Sutherland Productions**, Los Angeles, on 10 day trip to Guatamala, Honduras and Costa Rica to make survey for **United Fruit Co.**, for three year program of live action TV films. Plans call for series of half-hour films in Spanish, for showing in those areas, and later made for TV showing in this country. Accompanying Mr. Sutherland is **John Higgins**, screen writer, who will remain there for several weeks. Firm to do two half-hour pilot films, one for **Goodyear Tire & Rubber Co.**, "Greatest Story Ever Told," and "Bringing Up Butch" for **Alfred P. Sloan Foundation.**

COLOR COURSE

New York U. Sets Agenda

A NON-TECHNICAL color television course will be offered by the New York U. adult education section, Division of General Education, starting Feb. 6, it was announced last week by Dean Paul A. McGhee. Designed for sponsors, agency personnel and students, and directed toward production problems, the course will be conducted by John H. Battison, freelance TV producer and editor of *Tele-Tech* magazine.

Guest speakers will include Dr. Peter C. Goldmark, CBS vice president and inventor of its color TV system; Richard Hodgson of Paramount Pictures, and Bud Gamble of Color Television Inc. Topics considered will include history and operation of todays color systems, research and experimentation results, effect on present TV operations of color, production, prop and makeup, programming, color advertising, color and films, and costs.

TV KEEPS PEOPLE HOME

Damm Reports on Greater Milwaukee Survey

By WALTER J. DAMM
VICE PRESIDENT
GENERAL MANAGER OF RADIO
THE JOURNAL CO.
MILWAUKEE

DURING the compilation of The Journal Co.'s 1950 fall co-incidental survey of the viewing habits of Greater Milwaukee television set owners, one of the members of the staff who had worked on past radio surveys called my attention to the considerably higher percentage of completed calls (generally recognized as the "at home" figure) than in past surveys. I immediately felt that this was the effect of the increase of TV set ownership by Greater Milwaukee families.

The Journal Co. has for years made periodic co-incidental radio listening surveys based on anywhere from 25,000 to 85,000 calls in a two-week period. The result of comparing the percentage of attempted calls to completed calls arrived at in surveys made prior to Dec. 3, 1947, when WTMJ-TV went on the air, and since that time, show the trend and degree of how television set ownership has changed the stay-at-home habits.

The present survey, based on 26,396 calls, was made to numbers selected at random from the Milwaukee telephone directory. This meant that both set owners and non-set owners were called with the resulting completed calls representing an average of both. As 49.7% of Greater Milwaukee families now own television sets, it is obvious that the figure is an average of those who stay at home more because they own a television set and those staying home as in the past because of non-TV ownership.

A similar survey made in January 1950 was based on 37,970 calls. At that time 23.4% of all the families owned a television set. In 1942, before there was any television in Greater Milwaukee, a similar survey involving 85,446 calls was made. A comparison of the three surveys is shown in the accompanying table.

I believe these are the first figures of their kind ever compiled. It is true that before 1942 and 1950, there may have been other factors contributing to the generally greater "at home" figure. However, in the absence of specific surveys on the subject other than those based on a limited number of questionnaires or interviews involving a varied list of questions, we believe that these comparisons can be taken to show a definite trend.

* * *

AT HOME

	1-6 p.m.			6-10 p.m.						
	5 Day Av.	Sat.	Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.
Radio Survey—May 1942 (No Television) 85,446 calls	71.3%	72.3%	68.0%	81.1%	80.0%	81.9%	79.5%	74.8%	72.1%	68.5%
Radio Survey—Jan. 1950 (23.4% of those called owned TV sets) 37,970 calls	71.3%	75.7%	72.5%	79.3%	78.8%	82.2%	79.2%	76.6%	72.2%	69.5%
TV Survey—Nov. 1950 (49.7% of those called owned TV sets) 26,396 calls	82.7%	77.8%	78.7%	86.7%	82.6%	85.8%	82.8%	80.1%	80.9%	78.1%

COMMONWEALTH
Currently Serving the Nation's Leading TV Stations Offers the Following
TV FILM PACKAGES
26 MAJOR COMPANY FEATURE PROGRAMS
with such stars as
Barbara STANWYCK · Paulette GODDARD · Robert YOUNG · Jimmy STEWART · Jimmy DURANTE · Merle OBERON · Claudette COLBERT · Melvyn DOUGLAS · Jack BENNY · Raymond MASSEY
39 TOP WESTERNS
featuring
THE RANGE BUSTERS
KERMIT MAYNARD
SMITH BALLEW
52 FEATURE PROGRAMS
with such stars as
Bill "Hoppy" Boyd · Jack LaRue · Frankie Darro · Pinky Tomlin · J. Carrol Naish · Buster Crabbe
13 MUSICAL VARIETIES
12½ min each • featuring
MOREY AMSTERDAM
13 SOUND CARTOONS
250 AESOP FABLE SILENT CARTOONS
12 CHARLIE CHAPLIN COMEDIES
12½ min each
For further information and complete list, write to
C·F·T INCORPORATED
COMMONWEALTH
Film and Television, Inc.
723 Seventh Avenue, New York 19, N. Y.

....for the finest in professional tape recording equipment
STANCIL-HOFFMAN CORP.
HOLLYWOOD 38, CALIFORNIA

Your 1951 BROADCASTING Yearbook —

. . . is being printed. It will be mailed to BROADCASTING subscribers within the next few weeks.

You'll refer to this 3½ lb. radio-tv source book throughout the year for vital business information, available from no other source.

For instance—How much do advertisers spend for spot, network, regional and local campaigns? Who handles the account?

You'll find the answers—and many, many more hard-to-get facts—in the 1951 BROADCASTING Yearbook. It has a complete directory of radio-tv stations, including top personnel, network affiliate, national representative, services—plus some 50 directories covering the wingspread of radio, television and related businesses.

Yearbooks will be sent to regular BROADCASTING subscribers immediately upon completion.

If you're not a subscriber, there's still time to get in on the first mailing. Here's a handy order form:

BROADCASTING • Telecasting
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Please enter my BROADCASTING subscription immediately and be sure to send the bonus '51 Yearbook as part of this order.

☐ $7 enclosed ☐ please bill

NAME

STREET

COMPANY

CITY ZONE STATE

Skiatron Test

EXTENSION of test authority for Skiatron Corp.'s "Subscriber-Vision" TV technique on WOR-TV New York granted for 60 days by FCC last week. Initial test authority, granted in November, expired Dec. 22 [BROADCASTING • TELECASTING, Nov. 27, 1950]. Unlike Zenith Phonevision which requires telephone wire to carry decoding signal to home of subscriber, Skiatron system telecasts whole signal and uses special key cards in camera and receivers.

CBS Color

(Continued from page 52)

to think of such beautiful pictures coming right into your home." Judge Dennis Normoyle of the Circuit Court of Illinois was "astounded," remarking, "I had no idea the art had progressed so much." Judge Joseph A. Graber of the Superior Court noted a "third dimensional" quality in the pictures.

Chicago's daily press raved about the demonstration. Larry Wolters, veteran radio-television editor of the *Tribune*, reported that the colors "came through in bright, true tone with amazing detail." Bill Irvin, radio-television columnist of the *Sun-Times*, who previously had seen CBS color in New York, wrote that "there was no diminution in the quality or brilliance of the pictures" despite the fact the transmission was the longest distance yet attempted by CBS. Janet Kern of the *Herald-American* called the performance "a miracle" and Tony Weitzel, *Daily News* columnist said "it was terrific."

Heavy Demand

By Wednesday afternoon more than 75,000 Chicagoans had applied for tickets at a booth under the temporary marquee set up in front of the Wrigley Bldg., home of WBBM. The public was permitted to walk through the studios, with special police officers keeping order, during a Wednesday evening showing. The schedule continues daily, except Sunday, through Jan. 19.

Mr. Stanton said more than 300,000 persons had viewed the demonstration before the Chicago opening. He anticipated that showings in other major cities on the coaxial cable will follow in the near future.

The CBS president told viewers who chatted with him informally after the performance that the network had commitments from nine major advertisers to sponsor CBS color shows when RCA and several co-plaintiffs obtained a temporary restraining order against commercial use of the system. He expressed confidence that the U. S. Supreme Court will dissolve the order and that advertisers will begin using CBS color by next April.

PCC FAN SLUMP

Blamed For Football Ban

FAN slump was blamed for the surprise decision of Pacific Coast Conference to ban live telecasting of college football games next fall.

Although it was anticipated that some restrictions would be put into effect before the season rolled around, the conclusion made Jan. 5 at the closing sessions of the PCC meeting at Riverside, Calif., came as a bombshell in many quarters.

Delegates further voted that no film telecasts be allowed on Fridays, Saturdays and Sundays during the season until the second Saturday in December. Games may be filmed and shown on TV screens after the game, but not on days or nights when other contests are being played.

Action followed an extensive survey of all aspects of the effect of live TV on sports events in the past three years, it was said. Commissioner Victor O. Schmidt declared:

> While the conference was concerned with the financial effect of declining attendance figures, its action was not entirely predicated upon this phase. But it was more concerned with the general effect upon the inter-collegiate athletics of partly filled stadiums.
>
> They felt that the inter-collegiate athletic program was an integral part of the community life and that the actual attendance at the contest contributed much to the development of the individual, including students and players, from the standpoint of appreciation and interest.
>
> Another factor in influencing this action was the reported decline in attendance and interest at high school, junior college and smaller college games in areas where conference games were televised.

H. Leslie Hoffman, president of Hoffman Radio Corp., Los Angeles, which sponsored 30 PCC games this past season on a gate attendance guarantee basis, said the conference action to ban live TV came as a complete surprise to him.

After the Pacific Coast Conference had voted to ban live football telecasts in the area, Assemblyman Gordon R. Hahn (R), Los Angeles, introduced a resolution in the State Legislature proposing that the U. of California (including UCLA) boycott the PCC if the TV ban is enforced. The university is state-supported.

Rep. Hahn argued that a large part of the state's population owns TV sets and many are unable to attend football games, with the PCC ban depriving them of the privilege of seeing them on TV. The resolution went to the Rules Committee.

SMPTE TV Program

DR. PETER C. GOLDMARK, CBS vice president and inventor of its color television system, will demonstrate and discuss the system before the Society of Motion Picture and Television Engineers, Atlantic Coast Section, meeting Wednesday in New York, 401 Fifth Ave., at 6 p.m. SMPTE members and guests will view a color telecast demonstration, and following Dr. Goldmark's discussion, questions from the audience will be considered.

Controlled Sportscast

(Continued from page 53)

vision problem is truly a national and requires collective action by colleges. The history on TV has that concern has only been expre where some effect has been felt. next year practically every sect will have television so all of us be involved. Sectional lines can be drawn, for the coaxial cable cover the whole country soon. decision in solving this prob should be to determine what is and right for athletics in our scho and then to stand collectively and exert all our efforts to bring ab the proper result. We may be like to the small free nations of world. By standing together we fight our cause, separated we will gobbled up one by one.

We firmly believe that our sch athletic programs have contribu a great deal to the qualities that h made this country great. Today never before, we see the strik need of superb physical fitness every one of our young men as th shoulder the burden of a natio fighting responsibilities.

This is no time for us here drop our flag and cease fighting more and better athletic and physi training, or permit the lessening one bit of our essential program produce physical fitness in our ki Rather let the dollars of televisi and many another less essential act ity contribute to assist in the ma tering of our best efforts to produ the strongest, fightingest, and m victorious American we have had.

COOKE FIRM

Splits Radio-TV Group

DONALD COOKE Inc., radio st tion representative, has announce formation of a separate televisi department devoted entirely to se ing video time. Mr. Cooke will he the department.

Also announced was the additi of two account executives to t corporation sales staff in New Yor They are Fredrick E. Johnson, fo merly of J. Walter Thompson a the McGraw-Hill Pub. Co., a Robert M. Stocking, formerly a sistant advertising manager wi B. T. Babbitt & Co.

SRT-TV SRT-TV SRT-TV

SRT-TV
INTENSIVE PROFESSIONAL
COURSES
in TELEVISION
BROADCASTING

Instruction by top-ranking professionals under actual broadcast conditions

Complete TV Station Equipment
Co-Educational • Day or Evening
Approved for Veterans

Send for free prospectus "Careers in Television"

SRT
(School of Radio Technique)
TELEVISION STUDIOS
America's Oldest Broadcasting School
316 West 57 Street, New York 19, N.Y.

SRT-TV SRT-TV SRT-TV

EDUCATIONAL TV

TBA, CBS To Appear at FCC

PROSPECTS for presentation of commercial broadcasters' views on the subject of educational television mounted appreciably last Wednesday as Television Broadcasters Assn. and CBS secured permission to intervene in the FCC hearing which resumes Jan. 22.

NAB already had been granted authority to take part in the proceeding, in which educational interests are asking the Commission to reserve up to 20% of VHF-UHF television channels for future assignment to educational institutions.

NBC and ABC were known to be studying the issue closely, but have not indicated whether they will seek to intervene or will rely upon the NAB presentation.

JCET Presentation

Thus far testimony has been presented chiefly by the Joint Committee on Educational Television, representing seven national educational associations and councils. First sessions were held Nov. 27-Dec. 8, 1950.

Entry of CBS, TBA and NAB into the proceeding made it likely that the windup sessions of FCC's general allocation proceeding—of which educational TV is the main part still not completed—will take one or two weeks instead of the "two or three" days originally expected.

In addition to the Joint Committee, which is to continue with its presentation when the sessions resume Jan. 22, the U. S. Office of Education and the Protestant Radio Commission also may offer testimony before the NAB, CBS and TBA presentations get under way. Upon completion of the educational TV phase, FCC has scheduled further VHF-UHF technical testimony by four witnesses [BROADCASTING • TELECASTING, Jan. 8].

The CBS petition to intervene told FCC that, before passing upon the Joint Committee's proposals, the Commission "should have the benefit of the views and testimony of a commercial broadcaster in order to assure a full and complete record upon which a fully informed judgment can be made."

TBA pointed out that in other presentations it had given illustrative examples which referred to "the availability of certain flexible channels for educational and/or other purposes and services."

Time-Share Reply

TBA said it now would like to extend the earlier presentations and include testimony on Joint Committee proposals to require a type of time sharing between commercial telecasters and non-commercial educational institutions in some areas, and also on proposals which would require deletion of some VHF commercial stations.

NAB has indicated its witnesses will be Research Director Kenneth H. Baker and also President Justin Miller and/or Government Relations Director Ralph W. Hardy. CBS and TBA had not decided on their respective representatives.

In the meantime the Emergency Committee on Educational Television was making its second solicitation of funds to prosecute its case before FCC and thus help to "assure the future usefulness of television in the public interest."

The first appeal, last November, was for $25,000. The new one is for $30,000.

"We need funds immediately to support the cost of engineering surveys, legal counsel and provide for exhibits and witnesses" to answer policy questions posed by FCC members, the emergency committee said in a letter sent out over the signatures of Chancellor Robert M. Hutchins, U. of Chicago; Chancellor R. G. Gustavson, U. of Nebraska, and President Homer P. Rainey, Stephens College.

"We urge your participation with us in this effort and hope you will respond as quickly and generously as you can," the letter continued. "This may be the last opportunity open to the public to save television from complete exploitation by the commercial interests which dominate radio."

The National Assn. of Educational Broadcasters, headed by Seymour N. Siegel of WNYC New York, is associated with the emergency committee in the public appeal.

TV MONITORS

NAEB Checks N. Y. TV For Educators' Battle

UNDER the auspices of the National Assn. of Educational Broadcasters, a six day monitoring of New York City's seven TV stations was conducted by Dallas Smythe, director of the NAEB and former chief of Economics and Statistics Div. of the FCC, Jan. 4-10.

Tabulations obtained by Dr. Smythe's group will be used by the Joint Committee on Educational Television in its battle before the FCC for allocation of TV channels to educational institutions, hearings on which will resume Jan. 22.

Program Breakdown

The monitoring was done in three shifts by a group of young writers, actors and professional people selected from throughout New York, according to Dr. Smythe, "by word of mouth." Each program was broken down according to title, length, station and channel number; number and length of sponsor's commercial announcements, and viewer and supervisor opinion of program class. The monitoring person also was required to write a short synopsis of the program content and action, with an attempt to eliminate any editorializing.

Results of the week's compilations will not be revealed until they are presented as testimony before the FCC by the educators.

Dr. Smythe, also former assistant chief accountant for the FCC and a firm advocate of educational broadcasting, told BROADCASTING • TELECASTING that their "purpose is not to condemn the industry. Our purpose is to find out what is on the stations in the city that has the best program resources of any in the world." He added, "this obviously is related to what isn't on the air in New York City."

Seymour Siegel, director of WNYC New York and president of NAEB, said that the monitoring tabulations were "purely coincidental to the allocations hearings." He assured that the project was "the first full scale study of seven days output of all TV stations in the metropolitan area," and said that the group hopes to conduct a similar one every year.

Mr. Siegel said: "This study will be useful in letting the FCC know the program content and the amount of time devoted to various classifications of programs, since the name of a program may give an erroneous impression of its nature." He added: "The NAEB does not believe it is reasonable to expect commercial television to devote as much time to education as is necessary since they have to meet their payrolls."

PHONEVISION

Change Matinee Time

PHONEVISION'S matinee time has been moved up in the Chicago test from 4 to 2 p.m. "until further notice," Zenith Radio Corp. reported last week. The change was made presumably because (1) a larger audience can be attracted earlier in the afternoon and (2) a long feature starting at 4 p.m. carries the viewer into the period of preparation for dinner or eating.

Zenith also completed plans to begin "a few" films at 9:30 p.m. rather than at the scheduled 9 p.m. time because of extra-long films on the preceding 7 o'clock show. "The Hunchback of Notre Dame," for example, runs 127 minutes, carrying it from a 7 o'clock start to a 9:07 finish. The only showing currently scheduled for a later start is Jan. 19.

The third week's lineup of films follows, with repeats of movies shown previously during the test marked R: "The Bride Goes Wild," Van Johnson, June Allyson, Metro-Goldwyn-Mayer; "Song of the Thin Man," William Powell, Myrna Loy, MGM (R); "Golden Earrings," Ray Milland, Marlene Dietrich, Paramount (R); "The Man From Texas," James Craig, Lynn Bari, Eagle Lion; "Winter Meeting," Bette Davis, Warner Bros.; "Where There's Life," Bob Hope, Signe Hasso, Paramount; "The Hunchback of Notre Dame," Charles Laughton, RKO; "Romance on the High Seas," Jack Carson, Janis Paige, Warner Bros., and "I Remember Mama," Irene Dunne, Barbara Bel Geddes, RKO.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

$19,482,000 In Drug Sales*

Drug advertisers pick WDRC the Test Station in Hartford, the country's No. 1 Test City. Write Wm. Malo, Commercial Mgr., WDRC, Hartford 4, Conn.

*Sales Management's Figure for Hartford Metropolitan Area.

CBS

KSWM JOPLIN, MO.

REACHES 446,600* PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!

* This map shows airline miles to nearest metropolitan centers, assuring unduplicated CBS service to the KSWM audience.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM

Austin A. Harrison, President

CBS in JOPLIN, MO.

Nationally Represented by WILLIAM G. RAMBEAU CO.

NRDGA Awards

(Continued from page 25)

WSBT because it had the highest Hooperating and proved that it "paid off biggest." Ten per cent of the budget was assigned to radio. After experience with institutional advertising, they concluded that a store with a limited budget could not afford it; that every dollar into advertising had to result in sales, he said.

"Every ad," he continued, "had to be honest, sell merchandise, sell Wyman's and be in good taste. We held our commercial announcements to 35-40 words; longer announcements confuse the listener, possibly irritate him, and sell less."

Thanks were due to Joske's of Texas and to the NAB, he said, for help received from the Joske report.

Every effort was made to identify Wyman's in all its programs with civic activities and civic promotions, added Mr. Robinson. He then paused for the playing of a recorded interview with a city official on the prize-winning program.

A further factor, Mr. Robinson pointed out, was the habit of WSBT's representative dropping around at the store and discuss the results of every promotion with them. "No threat of cancellation was held over the station," Mr. Robinson said, "and consequently he was free to express his opinions completely."

Program Format

While every program of the award-winner followed the same basic format, each was different. Good music, news, fashion tidbits, housekeeping, social and civic activities made it up, he said.

A description of the promotion of a new store opening was given by James Hardey, advertising manager for Woodward & Lothrop, Washington, D. C. In addition to a one-minute campaign in Montgomery County, Md., where the new W & L store was opened, TV spots were used to explain the highways and routes for reaching the store.

Judges for NRDGA awards were Chairman N. Horman Neubert, merchandising manager, NBC owned-and-operated division; Taylor Henry, director of information, National Consumer-Retailer Council, Inc., Norman R. Glenn, publisher and editor of *Sponsor*; Oscar Katz, CBS director of research; and George Kern, director of radio and television, Benton & Bowles Inc., New York.

"Color television is a natural for retail selling and community service," CBS President Frank Stanton told the retailers at a Thursday morning convention session. "Looking back down the long path," he said, "we don't want to see leadership in American retailing fail to convert this new medium to more efficient consumer service—as to some degree retailing failed to make the most of radio."

Color Costs

Noting that the costs of telecasting in color will be no more than those of today's monochrome TV, Mr. Stanton pointed out that the "direct, animated, true-color communication . . . . . to every color-home in your sales area cannot help but make new friends, new customers, new sales," with a growing audience continuously bringing down the cost-per-capita.

The "color revolution" that has occurred in retail merchandising over the past 25 years finds in color TV "its ideal medium of animated mass display," he said. "Color television can become the most vivid and truthful national color-catalogue in the world, ready to demonstrate accurately the tools and accomplishments of the world's best standard of living."

Mr. Stanton gave a three-fold answer to the question of the retailer's stake in color TV:

"First, color television will open a brand new market of substantial volume for your direct merchandising. What that volume may become, you can project better than I. You know your retail volume in radio since, in the early twenties, radio became a fact. You know your volume in black-and-white television since the war, and its rate-of-sale today and expectancy tomorrow. Both those services have actually pre-sold color television to the public.

"The possible volume should excite the most serious research into its volume-sale possibilities the moment the barriers are raised. I don't recall, since radio and black-and-white television, any major change in a total national habit which could have more direct influence upon the volume sales of the retail merchant.

Also see story page on NRDGA and ATAS luncheon session Tuesday in New York.

"Second, color television offers your self-interest a new strong arm of advertising. . . .

"Third, color television promises a medium of exploitation for your store (as distinct from direct advertising) which is unparalleled.

"A fashion show not only may be presented in your auditoriums and restaurants as of old, but may simultaneously be reproduced not only on the screens of all the related departments represented in the show—but also in every one of your branch stores in each television area. This places at your disposal for the first time in color an all-customer, all-branch simultaneous live exploitation. What's more you can show this same program right in your show windows while it is going on at key traffic points within your store."

Robert A. Seidel, vice president of RCA's RCA-Victor Div., said that the question is not whether color is desirable but what kind of color we shall have. He soundly damned the FCC order approving the CBS system, not only for choosing what he termed "a degraded, incompatible system," but even more emphatically for denying the American public "the right to see and judge the merits of any other system."

American Right

Recalling an NRDGA campaign of a few years back, based on the slogan: "In America yours is the right to pick and choose," Mr. Seidel declared, "frankly, I don't believe that the FCC can be permitted to change that picture."

Everyone wants color TV, Mr. Seidel averred, but he pointed out that while everyone also wants cures for cancer and arthritis, "we know that they must first be fully developed in the laboratories, tested and proved to be satisfactory and produced in quantity economically before they can be put to general use. We all hope that no one in government will attempt to limit the activity of medical research or attempt to tell our medical people that only one type of cancer or arthritis cure will be permissible."

"In other words, you can't put science on a time-schedule or hamstring scientific development," he declared. Reviewing RCA's progress in color TV and its development of the tri-color tube, which he described as "nothing short of a modern miracle," Mr. Seidel asserted that it is because of RCA's "desire to bring good color to the American people and our confidence that we have that color and to avoid unnecessary expense on the part of consumers that we are engaged in the present controversy."

Noting that neither the FCC nor CBS is a TV set manufacturer, Mr. Seidel said that RCA is and, like the retailers, "we have a responsibility to the customers who have bought our products. That's why we have placed so much stress on compatibility. . . . We won't willingly kick the customers who built our business in the teeth, and as good merchants, we know you won't either.

'Compatibility Necessary'

"We say that compatibility is a fundamental requirement of any good broadcasting system and we say that this compatibility is the responsibility of the people developing the broadcasting system and not of the people who bought the black-and-white sets in good faith. We consider it unreasonable and unfair that a billion dollars of unwarranted expense involved in achieving compatibility should be loaded on 10 million present set owners, your customers and ours."

He concluded by asking: "Shall it be a high quality picture or a degraded picture, an electronic system or a combination with mechanical gadgets, a compatible system or one that will penalize existing set owners?

"All we are saying is let the public—your customers and our customers—decide. We are sure they'll make the right choice as they always have."

Film Savings

METHOD of filming shows without incurring heavy expenses of kinescope is said to have been developed by C. J. LaRoche Adv. Agency, New York. Utilizing a tape recorder, Leica camera, a 16mm motion picture camera set at stop motion, and a projector, the agency reports it recently recorded and filmed five episodes from a TV series for less than $1,000. Of this, under $400 was production costs and the rest was actors' salaries.

DAUGHTER AIN'T GOT TIME FOR NOTHIN' BUT LISTENIN' TO WTAD
WTAD
930 KC, 1,000 Watts CBS
QUINCY, ILLINOIS
A Lee Station
Our Silver Anniversary Year of Service — to 88,210 rural-urban homes in the tri-state area of Ill., Mo. and Iowa, with farm income $315,669,000; retail sales $417,326,000. Represented by Weed & Company.

programs promotion premiums

SPORTS CONTEST ● ● ●

WBNS Columbus, Ohio, *High School Huddle*, sponsored by Diamond Milk Products, same city. Show featuring weekly contest "Know the Score," based on local high school basketball games. Contestants must predict winners of three games as well as exact score of one contest called the "Pick of the Week." Prizes include 1951 football tickets, basketballs and other awards.

COLUMN PROMOTION ● ● ●

KRIC Beaumont, Tex., running column in local newspaper for advertising. The column, "Dial Dope," is written by Bob Tucker, station promotion and publicity director. Column gives radio news, personals and subjects of public interest. It is plugged on the air by staffers and emcees handling personal appearances.

BIBLE PROGRAM ● ● ●

WKLV Blackstone, Va., *Your Bible Speaks*, Mon.-Sat., 10:15-10:30 a.m. Presents answers from the Bible for today's questions and problems. Conducted by Rev. H. M. Dukes, comments from great preachers are used without regard to denominations.

BASEBALL SHOW ● ● ●

WAVE-TV Louisville, *Spring Training*, Sat. 6-6:30 p.m., started Jan. 6. Program features Pee Wee Reese, captain of Brooklyn Dodgers, and Ed Doherty, president of Louisville Colonels. Baseball fans direct questions about sport to panel made up of Mr. Reese, Mr. Doherty and guest baseball star. Program to run until season starts and then will be topped off with films taken at Colonels spring training site.

AMSTERDAM CAVALCADE ●

WCSS Amsterdam, N. Y., produced local tie-in with United Press *Cavalcade of 1950* show, drawing all material from station's local files, covering biggest stories of year from Amsterdam and surrounding area. Show included story of double-murder in which WCSS helped police identify one victim by broadcasting description until parents identified body.

NORFOLK HEARS STARS ●

WNOR Norfolk's Disc Jockey Charlie Bentz has started interviewing top stars on local independent. Harry von Zell and Jack Webb recently appeared on his show and Gary Cooper was interviewed on tape. Three stars were on location at Norfolk Naval Base. Interviews with Dana Andrews, Richard Widmark and Gary Mitchell are planned when they arrive for shooting of "Frog Man," naval demolition picture.

★ ★ ★ ★ ★ ★ ★ ★

FM COVERAGE

WSGN-AM-FM Birmingham, Ala., sending promotion booklet to trade headed "The Alabama FM story." Booklet points up station's coverage by counties, its baseball broadcasts and percentages of persons listening to station. Booklet gives interesting facts about FM listening in counties. Promotion piece gathered facts through survey to determine extent of FM listening in state.

★ ★ ★ ★ ★ ★ ★ ★

PIGSKIN CONTEST ● ● ●

WTVJ (TV) Miami *Pigskin Parade* drew 43,672 ballots in contest to determine most popular player on Miami U. football team. Sponsored by North American Airlines, one-minute contest announcements were aired on six *Pigskin Parade* programs, only rule being that votes had to be sent to North American's offices. Show regularly featured Andy Gustafson, Miami U. football coach, and Jack Cummins, WTVJ sports director. Most popular player proved to be Sam David, 220-pound senior tackle, who was awarded trophy and other prizes, topped by all-expense air trip to New York.

PREDICTION SHOW ● ● ●

WSIX Nashville, Tenn., *Looking Ahead to '51* presented on last day of 1950. Featured 12 prominent Tennesseans expressing views on year ahead. Program included appropriate music and comments, interspersed with talks by 12 well-known Southern financiers, business men and educators.

BAB MAIL FOLDERS ● ● ●

BAB sent out mailing promotion pieces announcing seven new direct mail folders available to stations for local sales use among advertisers. Printed in yellow, BAB announcement gives general description of new series 4 folders, then describes each one separately, showing small picture of each front cover. Business reply card is attached, offering sets of 700 folders to NAB members for $28.

PROP MAN COOKS ● ● ●

WSB-TV Atlanta, Ga., solved dilemma of what to do when Martha Lanning, star of *Come Into the Kitchen*, local cooking show, reported ill, by calling on TV Prop Man Ivey Peterson to substitute. With only one hour's preparation, former Marine cook turned from scene shifter to flour sifter, faced Kleig lights with new dish called "Dinner in a Dish," both prop man and dish reportedly proved very popular with staff and audience.

TV PUBLIC SERVICE ● ● ●

WDTV (TV) Pittsburgh, *The Pittsburgh Story*, started Sun., Jan. 14, 1:30-2 p.m. Discussion program, on sustaining basis, features social and governmental issues involving city of Pittsburgh and surrounding territory. First discussion subject was "Know Your Chamber of Commerce."

CLASSICAL CONCERTS ● ●

WJR Detroit, *Your Sunday Symphony*, inaugurated Jan. 7 at 1:30 p.m. Presents recorded concerts of classical music and interviews with outstanding civic leaders. Detroit's Mayor Albert Cobo appeared on initial broadcast, discussing hopes for increased enthusiasm for good music in community. Well-known conductor, Valter Poole, selects recordings and comments on each during show.

REQUEST TV SHOW ● ● ●

KTTV (TV) Hollywood, *You Asked for It*, 9:30-10 p.m. (PST), presents what viewers request to see in way of action, people, places, etc. Forthcoming programs to include staging of motion picture fist fight, showing of Jackie Coogan as "The Kid," and other requests considered unusual and of universal appeal. Art Baker is m.c.; Bob Breckner directs. Programs will be television-recorded for showing in 22 major markets throughout country. Oxarart & Steffner, Hollywood, is package producer.

CINCINNATI REVIEW ● ●

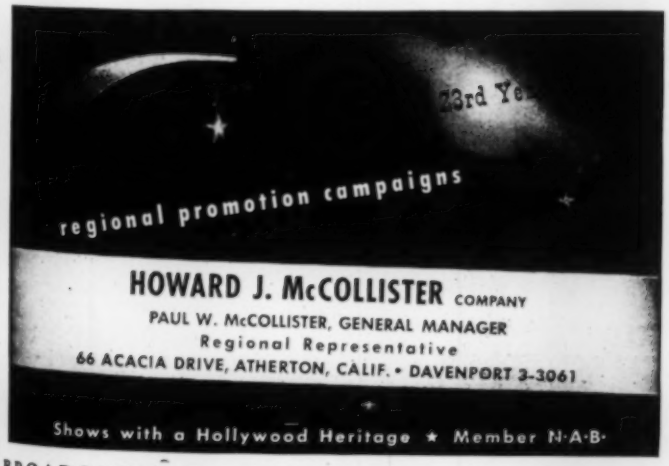
WCKY Cincinnati, *Greater Cincinnati 1950*, half-hour program compiled of featured Cincinnati news highlights for 1950 as well as many top songs of that year. Several WCKY newscasters presented highlights, with News and Public Relations Director John Murphy preparing and moderating show.

PRIZE PROGRAM ● ● ●

WHAT Philadelphia, *Market Basket*, Mon.-Fri., 10:05-11a.m., sponsored by Ranger Joe Cereal, Quaker City Wholesale Grocery, Southern Star Bonita, Easy Liquid Starch and Serv-Agen Gravy Mix and Cocoa. Directed at housewife, involves studio calls to radio homes, questions about sponsors' products, cash prizes for correct answers with cumulative jackpots accruing after incorrect answers.

BROTHERS REUNITED ● ●

WMAL-TV Washington, *Modern Woman on Television*, effected reunion of two long-separated brothers on New Year's Day when Louis Byles of St. Ann, Jamaica, appeared in behalf of Moral Rearmament Conference which he had come to U. S. A. to attend. His brother, Tillie Byles, living in Washington and out of touch with his brother for seven years, happened to be watching show, recognized his brother on TV screen and rushed to WMAL-TV's studios for excited reunion.


regional promotion campaigns
HOWARD J. McCOLLISTER COMPANY
PAUL W. McCOLLISTER, GENERAL MANAGER
Regional Representative
66 ACACIA DRIVE, ATHERTON, CALIF. • DAVENPORT 3-3061
Shows with a Hollywood Heritage ★ Member N·A·B·

January 5 Applications . . .

ACCEPTED FOR FILING

AM—1220 kc

Monroe Bcstg. Co., Monroeville, Ala.—CP AM station 1230 kc 250 w unl. AMENDED to request 1220 kc 250 w D.

AM—1420 kc

KTOE Mankato, Minn.—CP AM station to change from 1420 kc 1 kw unl. DA-N to 1420 kc 5 kw unl. DA.

AM—770 kc

KOB Albuquerque, N. M.—Extension of SSA on 770 kc 50 kw-D 25 kw-N for period to start 3 a.m. EST March 1.

Modification of License

KDON Palm Beach, Calif.—Mod. license to change studio location from Beach and Rogers Rds., Palm Beach to Salinas Californian Bldg., Salinas.

AM—1220 kc

Cape County Bcstg. Co., Cape Girardeau, Mo.—CP AM station 1230 kc, 250 w unl. AMENDED to request 1220 kc, 250 w D.

Modification of CP

WBAP Fort Worth, Tex.—Mod. CP AM station to change from DA-N to DA-2 etc. for extension of completion date.

License for CP

WSAP Portsmouth, Va.—License for CP to change frequency, power etc.

License for CP to cover changes in FM station: WOL-FM Washington, D. C.; WMLL Evansville, Ind.

Modification of CP

WARD-FM Johnstown, Pa.—Mod. CP FM station which was reinstated for extension of completion date.

License Renewal

Request for license renewal FM station; WKRG-FM Mobile, Ala.; KRKD-FM Los Angeles; KGSF San Francisco; WEFM Chicago; WEBQ-FM Harrisburg, Ill.; KSO-FM Des Moines; WHOP-FM Hopkinsville, Ky.; WLAW-FM Lawrence, Mass.; WBSM-FM New Bedford, Mass.; WLDM Oak Park, Mich.; KWNO-FM Winona, Minn.; WFNC-FM Fayetteville, N. C.; WAKR-FM Akron, Ohio; WLWF Columbus, Ohio; WCOL-FM Columbus, Ohio; WHKC-FM Columbus, Ohio; WJAS-FM Pittsburgh; WBRE Wilkes-Barre, Pa.; WDOD Chattanooga, Tenn.; WBTM-FM Danville, Va.; KOMO-FM Seattle; WJLS-FM Beckley, W. Va.

Dependable PERFORMANCE at LOWER COST

H&P TOWER LIGHTING EQUIPMENT

H & P lighting equipment, consistently specified by outstanding radio engineers, is furnished as standard equipment by most leading tower manufacturers.

SINGLE AND DOUBLE OBSTRUCTION LIGHTS

Bases ruggedly constructed of heavy aluminum alloy castings. Precision machining insures proper light center when used with specified lamp. Prismatic globes meet CAA light specifications. Relamping accomplished without removing prismatic globes. Mounting base designed for standard A-21 traffic signal lamps.

OTHER H & P PRODUCTS:

300MM Code Beacons • Mercury Flashers Photo-Electric Controls • Complete Light Kits for A-2, A-3, A-4 and A-5 Towers

PROMPT SERVICE and DELIVERY

Immediate Shipment Out of Stock

WRITE OR WIRE FOR CATALOG

HUGHEY & PHILLIPS
TOWER LIGHTING DIVISION
326 N La Cienega Blvd
Los Angeles 48 Calif
60 E 42nd St New York 17 N Y

FCC actions

JANUARY 5 TO JANUARY 11

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

APPLICATIONS RETURNED

Transfer Request

WCVS Springfield, Ill.—RETURNED application for transfer of negative control by Copley Press Inc. through retirement of 49% stock to treasury.

Noncommercial Educational Application

Colorado College, Colorado Springs, Col.—RETURNED application for CP for noncommercial educational station—incomplete.

January 8 Decisions . . .

By Comrs. Coy, Walker, Hyde, Webster

WAWZ Zarephath, N. J.—Granted extension of authority for period of 90 days from Jan. 6, to operate non-directional with remaining 188 ft. tower and power of 1 kw-D 500 w-N, power to be determined by indirect method, pending receipt and action on application for authority to replace licensed ant. with two towers each 200 ft.

Comrs, Coy, Walker, Hyde, Webster, Jones, Sterling

WOV New York City—Granted extension of authority for period of 60 days from Jan. 5, to operate with reduced power, 2.5 kw-D 1 kw-N; power determined by indirect method, and temporary nondirectional ant. using south tower of array, pending restoration of north tower and submission of new proof of performance and new resistance measurements and Forms 302.

BY THE SECRETARY

KFI-TV Los Angeles—Granted license for new commercial TV station; operating power 5.1 kw vis. ERP vis. 30.2 kw in lieu of 31 kw.

WGN-TV Chicago—Granted license for new commercial TV station.

WBNS-TV Columbus, Ohio—Granted license new commercial TV station, to show ERP as vis. 24.30 kw, aur. 12.15 kw in lieu of vis. 28.4 kw, aur. 14.2 kw, to change designation of studio and trans. location (not a move), and to make equipment changes.

Richard Field Lewis Jr., Winchester, Va.—Granted CP for a new remote pickup KA-8153.

Selma-Smithfield Bcstg. Co., Smithfield, N. C.—Granted CPs for new remote pickups KA-8156-7.

KTTV Inc., Los Angeles—Granted CP for a new remote pickup KA-8155.

NBC, New York—Granted CP's for new remote pickup KA-8158-9.

Michigan Bcstg. Co., Battle Creek, Mich.—Granted CP for a new remote pickup KA-8154.

KWKH-FM Shreveport, La.—Granted mod. CP for extension of completion date to 2-15-51.

Following granted mod. CP's for extension of completion dates as shown: WNAC-FM Boston, Mass. to 4-1-51; KFCA Phoenix, Ariz., to 3-1-51; WAFM Birmingham, Ala., to 4-1-51 (Cond.).

WJLK Asbury Park, N. J.—Granted license which authorized present FM supporting tower as AM radiator and make changes in ground system.

WCKY Cincinnati—Granted license to use old main trans. at present site of main trans. for aux. purposes only with power of 50 kw, employing DA after Sunset at Sacramento, Calif.

WEAU Eau Claire, Wis.—Granted license install new automatic frequency control equipment.

KPHO Phoenix, Ariz.—Granted license install old main trans. as aux. trans. at present location of main trans. on 910 kc 250 w for aux. purposes only.

WJIV Savannah, Ga.—Granted license new AM station and specify studio location; 900 kc 1 kw D.

KOL Seattle, Wash.—Granted license to use old main trans. at present location of main trans. for aux. purposes only with power of 5 kw. Employing DA.

U. of Florida, Gainesville, Fla.—Granted license for new remote pickup KA-6585.

Tribune Pub. Co., Tacoma, Wash.—Granted CP for new remote pickup KA-8149.

West Va. Radio Corp., Elkins, W. Va.—Granted CP and license for new remote pickup KA-8150.

WTOP Inc., Washington, D. C.—Granted mod. of license KA-2880 to delete frequency 153.17 mc. Granted mod. license KA-2881, KA-2882, KA-3130, KGB-331 to delete frequencies 26.13, 26.17, 26.27 and 26.37 mc.

WTOP Inc., Area, Washington, D. C.—Granted mod. license KA-4508 to change frequency to 6900-6925 mc. Granted mod. license to change frequencies to 7025-7050 mc. KA-4509.

Bremer Bcstg. Corp., Area Newark, N. J.—Granted mod. license KA-4511 to use frequency of 6900-6925 mc in addition to assigned frequencies of 6875-6900.

WCHV Charlottesville, Va.—Granted CP to replace expired permit which authorized move of aux. trans. to Rose Hill St., Charlottesville, Va. (present location of main trans.) to be operated on 250 w. employing presently licensed main ant.

WJLB Detroit, Mich.—Granted CP to install new trans. as aux. trans. at present location of main trans. on 1400 kc 250 w for aux. purposes only; condition.

WHLN Harlan, Ky.—Granted CP to install new trans.

NBC, Hollywood, Calif.—Granted request to cancel license and delete remote pickup KA-4824 and dismiss application for renewal of license.

NBC, Hollywood, Calif.—Granted request to cancel CP & dismiss application for license and delete remote pickup KA-5338.

NBC, Hollywood, Calif.—Granted request to cancel license and delete remote pickup KA-4821.

KJCF Festus, Miss.—Granted mod. CP for extension of completion date to 2-25-51.

WNXT Portsmouth, Ohio—Granted mod. CP for extension of completion date to 2-15-51.

WWBZ Vineland, N. J.—Granted mod. CP for extension of completion date to 3-8-51; cond.

W I V Y Inc., Jacksonville, Fla.—Granted license new remote pickup KA-7617.

The Twin States Bcstg. Co., Augusta, Ga.—Granted license new remote pickup KA-6337.

Peninsular Bcstg. Corp., Coral Gable, Fla.—Granted CP new remote pickup KA-8138.

Redwood Bcstg. Co. Inc., Eureka, Calif.—Granted CP new remote pickup KA-8148.

Radio Diablo Inc., San Bruno, Calif.—Granted mod. CP KMA-728 for extension of completion date to 6-9-51.

Radio Diablo Inc., San Bruno, Calif.—Granted mod. CP KMA-729 for extension of completion date to 6-9-51.

ACTION ON MOTIONS

By Comr. Paul A. Walker

Fayette Bcstg. Co., Washington Court House, Ohio—Granted continuance of hearing, presently scheduled for Feb. 7 to April 9, 1951, at Washington, D. C. in proceeding upon application.

John R. Tomek, Wausau, Wis.—Granted extension of time to Jan. 31, 1951, in which to file exceptions to initial decision issued in proceeding upon application and that of Lakeland Bcstg. Corp., Wausau, Wis.

Mt. Airy Bcstrs. Inc., Mount Airy, N. C.—Granted indefinite continuance of hearing presently scheduled for Jan. 12, 1951, at Washington, D. C. in proceeding upon application; hearing continued indefinitely pending action on petition for removal from hearing docket and immediate grant.

By Comr. George E. Sterling

FCC General Counsel—Granted request that time in which to file proposed findings of fact and conclusions of law in hearing held in the matter of revocation of license of WXLT Ely, Minn. and revocation of permit of KFMA Davenport, Ia. be extended to Jan. 17, 1951.

By Examiner Leo Resnick

Christian County Bcstg. Co., Taylorville, Ill.—Granted continuance of hearing, presently scheduled for Jan. 8, to March 12, 1951, in proceeding upon application; Granted petition to accept and file late appearance.

KLOK San Jose, Calif.—Granted leave to amend application by submitting balance sheet as of Dec. 15, 1950 and revenue and expense statement (April 1, 1950 to Dec. 15, 1950) in lieu of corresponding data filed with original application in Oct. 1949, and by correcting an error in engineering amendment accepted by Commission Order of Nov. 17, 1950 so as to show location of main studio on King Rd. near Aborn Rd., and for correction in Commission's Order of Nov. 17, 1950 so as to show facilities requested as 5 kw-D, 1 kw-N (DA-N) on 1170 kc rather than reduction in power from 5 kw to 1 kw on 1170 kc.

By Examiner H. B. Hutchison

FCC General Counsel—Granted motion requesting that transcript of testimony in proceeding upon application of Beloit Bcstg. Co. (WGEZ Beloit, Wis., be corrected in various respects.

By Examiner Fanney N. Litvin

Nashville Bcstg. Co. Inc., Nashville, Tenn.—Granted leave to amend application so as to specify new trans. site.

By Examiner Jack P. Blume

Charles H. Chamberlain, Bellefontaine, Ohio—Granted petition for continuance of hearing now scheduled to begin on Jan. 3, 1951, in proceeding upon his application; hearing continued indefinitely.

By Examiner J. D. Bond

The Heart of the Black Hills Station (KDSJ), Deadwood, South Dakota—Granted petition requesting that Commission accept late appearance for hearing, now scheduled for Jan. 11, in proceeding upon its application.

By Examiner Elizabeth C. Smith

KLFY, Camellia Bcstg. Co., Inc., Lafayette, Louisiana—Granted petition for continuance of hearing, presently scheduled for Jan. 12, to a date to be hereafter fixed, in proceeding upon its application.

By Examiner H. H. Hutchison

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
"A reliable service for over 18 years"
For immediate service phone
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
Member AFCCE

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D.C. Santa Cruz, Cal.
Member AFCCE

A 43-year background
—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Laboratories Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCCE

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCCE

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
Member AFCCE

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
1728 Wood St. 4742 W. Ruffner
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE

KEAR & KENNEDY
1703 K ST., N. W. STERLING 7932
WASHINGTON, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE

GUY C. HUTCHESON
1100 W. ABRAM ST. AR 4-8721
ARLINGTON, TEXAS

SILLIMAN & BARCLAY
1011 New Hampshire Ave. RE. 6646
Washington, D. C.
2915 Red River 2-3053
Austin, Texas

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
EXecutive 5851 1833 M STREET, N. W.
EXecutive 1230 Washington 6, D. C.

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road — Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
1 Le Fevre Lane, New Rochelle, N. Y.
New Rochelle 6-1620

Member AFCCE

WJEL, Champion City Bestg. Co., Springfield, Ohio—Granted motion for continuance of hearing, presently scheduled for Jan. 10, to March 12, 1951, in proceeding upon its application

Thomas W. Wilson, Attorney—Granted petition requesting that Mr. Harry L. Pate, Assistant Attorney General of the State of Illinois, Springfield, Ill., be admitted to practice before this Commission Pro Hac Vice, in order to represent the State of Ill. in proceeding upon app. of WJEL, Springfield.

KFNF Lincoln, Neb.—Granted petition requesting that application for CP to move present facilities of KFNF from Shenandoah, Ia., to Lincoln, Neb., be amended for purpose of bringing financing and program plans of petitioner up to date and in order to show in greater detail type of program service which is proposed to be rendered.

January 9 Decisions . . .

BY THE COMMISSION

Hearing Designated

KTOE Mankato, Minn.—Designated for hearing application of KTOE for CP to increase power from 1 kw to 5 kw, unl. on 1420 kc, DA-N, to be heard in consolidated proceeding with application of Heart of the Black Hills Station (KDSJ), Deadwood, S. D., on Jan. 11, 1951, at Washington.

January 9 Applications . . .

ACCEPTED FOR FILING

AM—860 kc

KTRB Modesto, Calif.—CP AM station to change from 860 kc 5 kw unl. DA-N to 860 kc 10 kw-D 5 kw-N DA-2.

License for CP

License for CP to change frequency, power etc.: WMBD Peoria, Ill.; WJOC Jamestown, N. Y.; WVEC Hampton, Va.

License Renewal

Request for license renewal FM station: WWPG-FM Palm Beach, Fla.; WSPR-FM Springfield, Mass.; WHDL-FM Alleghany, N. Y.; WPRO-FM Providence, R. I.; KWFT-FM Wichita Falls, Tex.; KTNT Tacoma, Wash.; KERN-FM Bakersfield, Calif.; KJBS-FM San Francisco; WTAD-FM Quincy, Ill.; WCMI Ashland, Ky.; WHDH-FM Boston, Mass.; WGTR Paxton, Mass.; WBCM-FM Bay City, Mich.; KWOS-FM Jefferson City, Mo.; KTTS-FM Springfield, Mo.; KBON-FM Omaha.

(Continued on page 76)

Offer Radio-TV Courses

RADIO and television courses listed for the spring semester by the New School of Social Research, New York, include: "International Broadcasting" and "Seminar in International Broadcasting," both conducted by Arno Huth, radio writer and lecturer. A survey course of TV news and educational programming, "Reporting the World on Television," is conducted by Henry R. Cassirer, former news editor, CBS-TV.

KFWB MOVE

Special Shows Planned

KFWB Hollywood on a long term lease has taken second floor space covering 6,500 sq. ft. at 6419 Hollywood Blvd. and is completely remodelling it to accommodate four studios and executive offices.

Occupancy will be in late February or early March, according to Harry Maizlish, president and general manager. Move to the new quarters will coincide with the station's 26th anniversary. A mammoth program is being planned for the double event with radio, film and stage name talent participating. KFWB has been located in its present quarters on the old Warner Bros. Vitaphone lot in the heart of Hollywood's "radio row" for approximately 18 years.

allied arts

ARTHUR H. BERG, account executive in network sales division of ABC Chicago, appointed account executive Ziv Television Programs Inc., same city.

MIRIAM POWERS, KLAC Hollywood traffic manager, to Commodore Productions & Artists, same city, where she will be associated with preproduction planning on three of firm's programs, *Tarzan, Hopalong Cassidy* and *Clyde Beatty Show.*

STANLEY COWAN, television publicist, named publicity consultant to Academy of Television Arts and Sciences, L. A., for third annual awards dinner.

WALLACE A. ROSS, president Ross Reports on Television Programming, N. Y., has initiated "The Ross Reports Talent Locater Service," new talent service which lists availabilities and agents of performers, writers, directors and other talent. Such information made available to subscribers by telephone and daily "talent sheet," describing day's openings, debuts, important appearances, future events, reviews and column "extracts." Heading new independent operation are GORDON LEIGH, formerly with Celebrity Service Inc., and ROBERT TUCKER, former casting director for *Kraft Television Theatre* at J. Walter Thompson Co., N. Y.

Successful marketing is an **integrated** operation. Printers' Ink stands alone as the one publication that **reports** every phase of **marketing** completely, that integrates all the complexities of marketing for the advertising, management, sales and agency executives who are the leading **buyers of advertising.**

ROBERT J. McANDREWS, managing director Southern California Broadcasters Assn., named radio-TV representative on Los Angeles Chamber of Commerce Public Relations Committee.

JESSE CORALLO Jr., freelance writer-producer, named production assistant Snader Telescriptions Corp., Hollywood.

GLEN L. LOGAN, one-time executive assistant to vice president in charge of sales Packard Motor Car Co., named managing director Electric League of Los Angeles Inc., trade association for local electrical industry. He succeeds WILLIAM J. QUINN, retired.

NORMAN C. LINDQUIST, TV director Atlas Film Corp., Chicago, appointed vice president.

MARY HOLT to editorial department Jam Handy Organization, Detroit, to assist in production of TV commercials.

Equipment . . .

RCA Broadcast and Communications Equipment Section announces new studio-transmitter link equipment providing high quality microwave audio link in broadcast field that meets all FCC modifications for STL service in the 890-925 mc band. Highly directive point-to-point equipment will be very useful in rugged terrain where there are no telephone lines, firm says.

WILLIAM H. HAZLETT appointed field representative on eastern seaboard for Audio & Video Products Corp., N. Y.

BENJAMIN OZAROFF appointed president Fidelity Tube Corp., East Newark, N. J. Was vice president and general manager Benrus Watch Co., Waterbury, Conn., and division manager Elgin American Co.

AMERICAN Standards Assn., N. Y., announces publication of *The American Standard Test Code for Apparatus Noise Measurement* Z24.7-1950. Standard sets forth uniform methods of conducting and recording sound-level tests on apparatus.

JOHN R. HOWLAND appointed to newly created corporation office of product research for Stewart-Warner Corp., Chicago.

STANLEY P. LOVELL, president Lovell Chemical Co., Watertown, Mass., and 1948 recipient of Presidential Medal for Merit, elected director Raytheon Mfg. Co., Waltham, Mass.

CURTIS L. PETERSON ,appointed merchandising promotion director John Meck Industries, TV set manufacturer. Was advertising and sales promotion manager of Ekco Products Co., Chicago. In his new job he will headquarter at Meck sales office, Chicago.

JOHN W. BELANGER, assistant general manager General Electric Large Apparatus Division, Schenectady, appointed general manager of division. N. M. DUCHEMIN, assistant general manager GE Small Apparatus Division, appointed general manager of that division.

A. E. SINCLAIR appointed industrial relations director Federal Telephone and Radio Corp., Clifton, N. J.

BERNARD HOWARD, president Academy Film Productions, Chicago, father of boy.

GERALD LIGHT, manager, government contracts division, Emerson Radio & Phonograph Corp., New York, to sales promotion manager, succeeding HAROLD DIETZ, resigned to head new Emerson distributing firm, Emerson Mid-state, Newburgh, N. Y.

Technical . . .

WARREN BELL, engineer WNBW (TV) Washington, to active duty as major with Army Signal Corps.

TED HURLEY, KECA-TV Hollywood engineer, father of boy, Paul Vincent.

OTTO E. MOATES appointed chief transmitter operator KTAT Frederick, Okla. Was with KTRN Wichita Falls, Tex.

NEW AM STATION

For Pottstown, on 1370

GRANT of a new AM station at Pottstown, Pa., to Pottstown Broadcasting Co. was recommended in an initial decision reported by FCC last week. Station would operate on 1370 kc with 1 kw daytime.

Hearing Examiner Elizabeth C. Smith found the proposed outlet would cause only minor interference to WAMS Wilmington, Del. Facilities involved are those relinquished in March 1950 by Radio Anthracite Inc., which turned in its permit for WMAC Pottstown on grounds it was economically unsound to build the station at that time.

Pottstown Broadcasting is a partnership of the following: Herbert Wolin, commercial manager of WARD Johnstown, Pa., 40% interest; Ralph E. P. Mellon, assistant chief engineer, WTTM Trenton, N. J., 27.5%, and Margaret Levine, Johnstown department store radio continuity writer, 32.5%.

POLIO CAMPAIGN

CBS Airs Kickoff Speech

BASIL O'CONNOR, president of the National Foundation for Infantile Paralysis, marked the official opening of the 1951 March of Dimes campaign yesterday (Sunday) with a speech in Wytheville, Va. Mr. O'Connor's talk was broadcast coast-to-coast over CBS 10:30-11 p.m.

The Longines-Wittnauer Watch Co. relinquished the second half of its *Choraliers* program so the speech could be broadcast. Part of the program originated from the studios of WYVE Wytheville, an unaffiliated, independent station. Wytheville was struck severely last year by polio.

ASK ASCAP BAN

On Music for Transit Use

IN ADDITION to pushing for court and Congressional action to halt transit FM in Washington, D. C., and other cities, a group calling itself the National Citizens Committee Against Forced Listening claims it has called on the American Society of Composers, Authors and Publishers (ASCAP) to deny use of its music in radio-installed vehicles.

The group, headed by Bernard Tassler, described as managing editor of AFL's *American Federationist*, and comprising less than 50 members, described "forced listening" as "Communistic to the core and clearly disrespectful of the central idea of our American democracy. . . ."

In a statement presumably referring to ASCAP's previous involvement in anti-trust litigation the group said its recommended action "would be most helpful to you in your efforts to hold the sympathy of the Congress and the people, if you were to show your strong devotion to a fundamental American principle" and "shut off the sugar-coating for this viciously un-American innovation."

NAME of Columbia Pacific Network *Meet the Missus* changes to *Meet the Missus Varieties*, with change of show format to variety entertainment.

IF YOUR AM-FM-TV STATION, OR NEWSPAPER NEEDS

promotional ideas sold to produce cash revenue of from $200 to $500 per week,

Write, call, or wire

Edgar L. Bill —— Merle V. Watson

Julian Mantell, Sales Manager

National Features

Peoria, Illinois **Phone 6-4607**

★ We can produce more sales records and letters of recommendation that members of our Organization have received while working for over 300 AM, FM, & TV Stations and Newspapers from coast to coast, than any similar company.

Front Office

(Continued from page 47)

A. H. GINMAN, president Canadian Marconi Co., Montreal, Que., retires. He will remain member of board. **S. M. FINLAYSON**, general manager, succeeds him as president.

KTTV (TV) Hollywood appoints **Blair TV Inc.**, N. Y., as national representative. KTTV formerly represented by CBS Radio Sales. Blair TV Inc. formerly handled KTSL Hollywood national sales. With CBS having acquired KTSL, Radio Sales takes over national representation of KTSL.

TRINIDAD BROADCASTING Co., Trinidad, B. W. I., appoints Adam J. Young Jr. Inc., N. Y. as representative.

WILLIAM DOTY EDOUARDE resigns as commercial manager KFWB Los Angeles after year and a half. **HARRY MAIZLISH**, station owner-general manager, absorbs duties.

RADIO TIME SALES (Quebec) Ltd. announces opening of new offices at 1231 St. Catherine St., W. Montreal, Que. Telephone, Marquette 4684.

KEN WEBER, formerly sales manager for WHBO Sulphur Springs, Fla., named station manager. **GEORGE ZIMMERMAN**, formerly of WEBK Tampa, succeeds to sales post at WHBO. Appointments complete realignment begun when **HAROLD A. DUNLAP** acquired sole ownership and general management of WHBO last August.

MRS. E. S. FARR, Victoria, B. C., to board of governors, CBC, to fill remainder of three-year term which expires November 1951, of **Mrs. MARY SUTHERLAND**, Parkesville, B. C., who recently resigned to become manager of CHUB Nanaimo, B. C.

Personals . . .

LEE GORMAN Jr., commercial manager WABI Bangor, Me., appointed to educational committee of Maine Broadcasters Assn. . . . **THAD M. SANDSTROM**, general manager KSEK Pittsburg, Kan., awarded Certificate of Merit by Chamber of Commerce, for services, rendered to organization. . . . **JACK MILLER**, account executive KPOA Honolulu, appointed member of basic planning board of Territory of Hawaii Disaster Relief Agency's Information Committee. . . .

MILLER McCLINTOCK, former president of Mutual, now chairman and chief executive of recently organized Progressive Broadcasting System, was host to luncheon of Washington radio practitioners at Willard Hotel last Wednesday. He covered scope and planned activity of PBS and analyzed affiliate contract provisions. . . . **JOHN COWLES**, chairman of the board Cowles Broadcasting Co., will be principal speaker at Chicago Brand Names Dinner at the Blackstone Hotel Jan. 17. . . . **FRANK SAMUELS**, vice president and general manager in charge of ABC Western Division, in New York for two weeks' conferences.

THEODORE C. STREIBERT, president WOR-AM-TV New York and chairman of board, MBS, spoke Jan. 11 on "Radio-Present and Future" during Radio and Television Clinic at New York Advertising Club's annual advertising and selling course . . . **CHARLES G. SCULLY**, public relation-special events staff WAAT Newark, N. J., appointed director of emergency defense activities for station . . . **FRED KILIAN**, program director ABC-TV Chicago, appointed president Chicago Television Council, to fill unexpired term of **I. E. (Chick) SHOWERMAN**, former NBC Chicago vice president and now head of TV operations for Free & Peters, N. Y.

CONGRESSIONAL TIME

Average of $156 Spent by House Candidates

AVERAGE candidate for the U.S. House of Representatives spent $156.89 for radio and television time in the primary and national elections held last year, according to a special House investigating committee.

Tabulation by the House Special Campaign Expenditures Committee, in its final report to the 81st Congress, showed newspaper and magazine advertising getting an average $395.09 per candidate; billboards and signs, $138.03; salaries or expenses of campaign workers, $141.07; candidate's contributions to campaign committees, $212.50; miscellaneous, $173.98.

Total average expenditure per candidate was put at $3,776.05 with contributions averaging $1,540.52. However, outlay by each candidate varied greatly, the report said, indicating that the amount spent on radio-TV time differed substantially in certain sections of the country.

According to the committee's breakdown of total candidate expenditures by states, radio-TV time purchases in the primaries exceeded the outlay for combined newspaper and magazine advertising in Kentucky, Louisiana, Maryland, New Hampshire and Ohio. In the Buckeye State, the radio-TV time purchases totaled $9,489.06, more than double the $4,456.23 spent for newspapers-magazines.

House Members Spend More

In the national elections, House candidates spent more for radio and television than printed media in the states of Indiana, Maryland, Mississippi, Nebraska, and New Mexico.

Greatest radio-TV expenditures during the primaries were recorded for Georgia, Ohio and California in that order. National election spending for the media was highest in Illinois, Michigan and Indiana.

The committee paid special attention to the NAB and to President Justin Miller for the organization's "cooperation" in promptly dealing with a complaint sent to NAB by the committee alleging some radio stations were charging higher rates for political advertising than for commercial advertising [BROADCASTING • TELECASTING, Dec. 4, 1950].

Last December, Rep. Mike Mansfield (D-Mont.), chairman of the committee, publicly commended NAB for prompt action in rerouting the complaint to stations. NAB's board of directors then had adopted a resolution calling for the desist of such practices by stations and sent a copy of the resolution along with a statement by Judge Miller to individual broadcasters.

In the Senate, a Senate Rules subcommittee on Privileges and Elections, is compiling a similar report on candidate expenditures under the chairmanship of Sen. Guy Gillette (D-Iowa).

INSTALLMENT DROP

Radio-TV Sets Affected

INSTALLMENT credit used by individuals purchasing television receivers, radio sets and other household goods dropped off in November 1950 from the previous month's figures—the first such decrease in seven years—the government has reported.

The slump in month-to-month figures was attributed to imposition of credit controls—Regulation W—last September when the Federal Reserve Board set larger down payments and lessened the time for payment. According to board figures, installment credit was cut from $13,396,000,000 to $13,319,000,000, with most of the decline laid to a drop in automobile sale credit.

HAZEL MARKEL, director of program services WTOP Washington, awarded certificate of service and commissioned honorary captain by Capital Airlines.

STOP watches

YOURS free...

New 1951 catalog of internationally famous Clebar stop watches. Most complete line of stop watches in America . . . for every timing purpose.

In use by the foremost industrial firms, laboratories, colleges and athletic competitions.

MAIL COUPON TODAY!

Clebar Stop Watches meet and exceed the rigid specifications of the National Bureau of Standards!

CLEBAR Watch Agency

Dept. B, 551 Fifth Ave. • N.Y. 17, N.Y.

Please rush me a FREE copy of the new 1951 catalog of the internationally known Clebar Stop Watches.

Name .....

Address .....

City ..... State .....

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads. $12.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Station manager for 250 watt station in excellent Ohio market. Must be family man, stable, with strong commercial background. Good salary plus percentage. Not interested in floaters. Furnish complete qualifications, references, photograph and income requirements. Box 407H, BROADCASTING.

If you think sales, breathe sales, sell sales, then you are the man for us. Write Texas ABC station. Box 413H, BROADCASTING.

Wanted: Woman over 40 years old as station manager for 5000 watt radio station. Box 446H, BROADCASTING.

New England independent needs sales manager with imagination, perseverance and drive. A good salesman can earn a good weeks pay. Box 457H, BROADCASTING.

Profitable 250 watt network affiliate in Maryland industrial city seeks manager with proven sales and managerial experience. Salary and bonus. Complete details and references first letter, reply Box 503H. BROADCASTING.

Wanted: Topnotch manager with first class ticket and some announcing ability. Small market, new 1 kw station west Alabama. Applicant must be draft exempt and have automobile. Salary against a definite percentage. Interested parties please write W. E. Farrar, Reform, Alabama, or R. E. Hook, Aliceville, Alabama.

Manager for southwest Mutual affiliate contact Hervey, 710 N. Mesa, El Paso, Texas.

Salesmen

$100 per week guarantee plus 15 percent commission for salesmen desiring opportunity and recognition who may now be employed by a smaller station. Midwest, NBC regional in market over 150,000. All replies confidential. Box 401H, BRAODCASTING.

Salesman with technical training, especially equipped for selling tape recorders also experienced with transmitters to cover southwest contacting broadcast stations, recording studios, colleges, armed services. Box 478H, BROADCASTING.

Salesman wanted for local accounts. Announcing or writing experience desirable. Arkansas' largest fulltime Mutual station. Write or call KFFA, Helena, Ark.

Sales: Steady, alert, hard worker. Car. WEAT, Lake Worth, Florida. NBC for Palm Beach County.

We have an opening for an aggressive experienced, radio salesman. Our station is growing fast and is the best radio buy in the Tidewater area. You must have a car and be a hard worker. We pay 15% commission against a good, drawing account. Send complete information or contact me at Waldorf-Astoria Hotel, New York City, between January 15-20. Earl Harper, WNOR, Norfolk, Virginia.

Sales manager or experienced salesman for fulltime independent in rich agriculture market. Give full details. WRCO, Richland Center, Wisconsin.

Young progressive Massachusetts 1000 watt independent station needs "thinking" salesman to help excellent commercial manager with tough job in virgin territory. Good opportunity for ambitious man who likes to battle odds —and win. Salary is not bad and cost of living is low. If you have what it takes and are interested, write at once in long hand to Guidance Center, 73 Tremont Street, Room 343, Boston 9, Massachusetts. Be sure to include your latest photograph.

Help Wanted (Cont'd)

Draw against commission for good salesman. Desirable working conditions. Radio experience necessary. Write WTUX, Wilmington, Delaware.

Announcers

Announcer or announcer-engineer for all-round job including control operation and remotes. South-southwest county seat, 10,000. A sure thing for competent who will stick. Box 422H, BROADCASTING.

Combination studio announcer-engineer. Must have three years all-round experience plus sports. Disc, photo, references. Immediate opening. Box 431H, BROADCASTING.

Announcer; send full description of experience and references, salary required and an audition record or tape to WJEH, Box 244, Gallipolis, Ohio.

Combination announcer-engineer-program director for 250 watt station. Car necessary. Send disc, photo, salary expected, experience. Box 449H, BROADCASTING.

Wanted—Sportscaster with emphasis on re-creation, first phone ticket desirable; also combination man experienced all announcing duties, ability, write copy. 10,000 watt ABC affiliate. Write full details first letter to Box 469H, BROADCASTING.

Somewhere there must be a combination announcer-engineer who has qualifications in both fields. This is a high caliber 250 watter which needs someone to act in the capacity of chief technician and still be able to do a really first class announcing job. If you have a minimum of three years combination experience, can handle the technical aspects and can do a professional job of announcing with a selling voice on all types of programs and commercials, your pay is $70 per week to start, with raise in six months. Box 485H, BROADCASTING.

Announcer with first ticket for 250 watt southern station Mutual affiliate, beautiful town, salary to compensate ability. You will like our station and town. Box 496H, BROADCASTING.

Wanted: Draft exempt announcer. Good voice. Commercial experience not necessary. No objection to women. Box 521H, BROADCASTING.

Wanted by small market station in Hawaii, two experienced announcers with first class tickets. Send full details in first letter to KMVI, Wailuku, Maui, T.H.

Announcer with good voice. Remotes, mobile units, MC work, writing. Good opportunity. Please send disc, snapshot and letter. No application considered without all three items. ABC. KVOC, Casper, Wyoming.

Morning man: Some staff experience necessary. Here is an opportunity for a young staff announcer to develop his own air personality. Contact Program Director, WCOJ, Coatesville, Pennsylvania.

Technical

Audio technician, thoroughly experienced, as chief engineer of two professional-grade recording studios. Prefer man not subject to draft. State salary. Box 430H, BROADCASTING.

Chief engineer for progressive dual network station, in town with 3 stations. Send full details including experience, education to Box 447H, BROADCASTING.

Engineer wanted: 5000 watt station South Atlantic coast. No announcing or control room work. Automobile required. Starting salary $250-300 per month. Please furnish complete experience, training, references and snapshot. Box 448H, BROADCASTING.

Help Wanted (Cont'd)

Two hundred fifty watt station expanding to five thousand watts needs first class operator. AM-FM operation. Letter of experience, education and list of references desired. Box 511H, BROADCASTING.

We need first class engineer for transmitter duty. Prefer man with directional antenna experience at station of one kilowatt or more. In first letter give full details including references, photo and military status. Address reply to Chief Engineer, KRMG, Tulsa, Okla.

Wanted at once, licensed operator. Would take combination man if good announcer. WJOC, Jamestown, New York.

Man with ticket, voice, personality to train for combo position. Send disc, photo, education WNAT, Natchez, Mississippi.

Engineer-announcer wanted for Mutual affiliate station, located in college town of 8,000. Top salary, good living conditions. Write, wire or phone R. H. Thompson, WWNS, Statesboro, Georgia.

Production-Programming, others

Copywriter-woman preferred. Send photo, copy and disc. State salary. Box 453H, BROADCASTING.

Wanted, news editor to cover local,edit national news, splendid opportunity for experienced man on very progressive station. Wire or write WSDR, Sterling, Illinois.

Television

Technical

Experienced TV broadcasting technician for midwestern television station. Experienced AM engineers will be considered in lieu of actual TV experience. Box 309H, BROADCASTING • *TELECASTING.*

Situations Wanted

Managerial

Attention owners: Have you a borderline station that should make more? Experienced general manager will buy interest, operate and improve. Prefer single or two-station market, 10,000-50,000 population. Box 356H, BROADCASTING.

Manager, former owner successful operation, available January 15. Experienced in sales, programming, sports and promotion. Full details on request. Box 387H, BROADCASTING.

Manager, commercial manager, over 10 years newspaper and radio sales and management. Now employed, available reasonable notice. Prefer midwest or south. Write Box 426H, BROADCASTING.

Manager. Presently employed manager with excellent management record in small market stations looking for opportunity in Ohio market. Thorough all phases. Accent on sales and programming. Married, draft exempt veteran. Box 443H, BROADCASTING.

Twelve years experience selling, programming, announcing. Excellent references. 38 years old, married. Seeks job as sales manager or combination selling-announcing job with small midwest or southwest station. Box 451H, BROADCASTING.

Experienced radio man desires connection as manager or commercial manager of station offering future. Prefer southeast. Hard worker, producer. Experienced in managing, selling, copywriting, remotes, recordings. Married, draft free, own car. Box 461H, BROADCASTING.

Situations Wanted (Cont'd)

Manager, 12 years experience as manager, commercial manager, time salesman in leading independents. Commission arrangement preferred. Best references. Box 465H, BROADCASTING.

Aggressive program director, thoroughly experienced in programming, promotion, sales. Good administrative background. 27, family, college graduate, draft exempt, prefer south. Highest references, including present manager who knows of this ad. Box 470H, BROADCASTING.

Manager who knows radio from A to Z. From bottom to top, I've worked in all capacities. Thorough knowledge of all station operations, also top announcer. Proven record of two stations pulled out of red. If personnel get scarce, can fill any spot except engineering. College background plus ten years radio experience. Not afraid of trial period. Good reason for change. Want job with future and can make station pay, also save money on operation. Available thirty days notice to present employer. Draft exempt. Resume Box 473H, BROADCASTING.

Manager-chief engineer, both fully qualified in all phases of station administration. TV experience. Has $5000-6000 to invest. Engineer formerly with FCC. Box 491H, BROADCASTING.

Father and son combination as production and commercial manager. 15 years combined experience. Will join network or non network station on salary plus percentage basis. Box 516H, BROADCASTING.

Salesmen

Let's face facts! I am in my early thirties. Have reached the peak in sales where I am presently employed. I have the initiative and ability to go to the top in radio sales. I have been in radio 4 years, college education. Married. I am interested in a top salesman's or commercial manager's job. Box 403H, BROADCASTING.

Hard worker looking for future with small station. Salary plus. Box 518H, BROADCASTING.

Salesman-announcer, experienced, employed, two weeks notice, clean record like "K" calls. Gordon Lack, 630 South Hall, Princeton, Indiana.

Announcers

Baseball man. Available now or spring. Experienced all sports-staff. Box 27[illegible], BROADCASTING.

Newscaster, 2½ years, including 2 years 5000 watt CBS affiliate. Journalism university graduate. Draft exempt. Box 293H, BROADCASTING.

Top ranking news analyst and announcer wishes to locate in southwest. Special programs and public relations a speciality. Full details on request. Box 352H, BROADCASTING.

New England stations: 6 years play-by-play baseball, basketball, football, boxing. Sports shows. Staff work. The references. Box 412H, BROADCASTING.

Staff announcer, thoroughly trained in all phases; will go anywhere. Good on sports, commercial announcing and all types disc shows. Box 441H, BROADCASTING.

Announcer-program director, 5 years experience, mature, desires position with large, established station. Excellent selling voice, capable of all types radio programs including unique western show. Northeast preferred. Family man, 33, veteran. References, disc. Box 450H, BROADCASTING.

Two man newsroom, college grads in journalism, experienced working together several years, tape experts, both married, stable, can air own copy, want midwest station that believes in news, presently employed but desire opportunity. Come in package or separately. Box 452H, BROADCASTING.

Excellent voice. Second telephone license. Some experience as announcer and console operator. Draft exempt veteran. Seeking combination position with emphasis on announcing. Alive and matured. Box 454H, BROADCASTING.

Limited experience, want more. Complete sports background as player, coach, writer and announcer. Also like to do staff, publicity. Good draft status. Box 455H, BROADCASTING.

Situation Wanted (Cont'd)

Baseball broadcaster, major league; staff; veteran; married; college grad; experienced. Box 458H, BROADCASTING.

Attention South Dakota and Montana. Three years experienced announcer. Veteran and family man. Baseball play-by-play. Deep voiced, easy going, friendly style. Available immediately. Disc or tape audition. Write Box 459H, BROADCASTING.

Hard working announcer, draft exempt with some experience. If you will seriously consider giving first opportunity, write. Box 460H, BROADCASTING.

Experienced announcer, married, desires staff job with opportunity to sell for commission on own time. Box 462H, BROADCASTING.

Announcer-script writer, experienced. Veteran, married, one child. Age 29. $55.00 weekly minimum. Good sports, interviews, commercials, etc. Operate console. Available after January 15. Disc, photo, etc. on request. Box 466H, BROADCASTING.

Announcer, college graduate. Two years radio announcing, acting and console experience. Veteran, 27, single. Will answer with full information, disc to all inquiries. Box 471H, BROADCASTING.

Sports wanted, beginning baseball. AA baseball, midwest basketball, football (college prep) national agency, sponsor recommendations. Veteran, 28, three children, college, permanency primary. Contract desirable. $100. Box 472H, BROADCASTING.

Notice: I have never been to a radio school. Got my four years experience working in radio stations. Announcing, jockeying, sports, news, continuity and programming. Now want western states job. Box 474H, BROADCASTING.

Experienced announcer. Wants upper midwest. Tape, information on request. Box 475H, BROADCASTING.

Announcer, newscaster, 15 years all phases, seeks permanent position. Former NBC staff. Veteran, 34 years old, married, one child. All replies answered. Will go anywhere. Box 477H, BROADCASTING.

Announcer-engineer-salesman. Two years in radio. One year combo. Draft exempt. Veteran, 27, married. Not the best of announcers and know it. Prefer Oklahoma or Texas. All first letter. Box 480H, BROADCASTING.

Experienced announcer, specialty news and music. Looking for a permanent position in a good operation. Married, draft exempt. Box 482H, BROADCASTING.

Sportscaster-engineer. Top play-by-play basketball, football, baseball, boxing. 4 years chief engineer, installations. Good newscast, remotes, staff announcing. Sports disc or tape. Full details first letter. Draft exempt. Box 484H, BROADCASTING.

Announcer: Seven years in radio. Family man. Works board, news and special events. Experience in music and news station and two network affiliates. Starting base $65.00. Box 487H, BROADCASTING.

Morning man. Draft free, "knows the business." $60 minimum. Ready. Box 488H, BROADCASTING.

Announcer, DJ. Don't miss this one, shows that sell. 6 years in radio, married, vet 30. Best references. Good voice, available now. Box 494H, BROADCASTING.

Announcer, experienced in all phases of radio and TV wants good staff job or sports or news director position. Box 497H, BROADCASTING.

Experienced announcer, single veteran, 24. Twenty months experience, DJ, news, special events, general staff. Non reservist. Presently employed as morning man. Desire same position elsewhere. Available usual notice. All replies answered. Box 498H, BROADCASTING.

Announcer-writer. Ten years experience regional powered stations, both network and independent. Available immediately to stations within 250 miles of Chicago for $4,500. Age 32. Large family. Will visit stations within area for audition-interview. Box 499H, BROADCASTING.

Announcer, some experience small southern net. Require living wage, willing to travel midwest or east. 25, single vet. Box 500H, BROADCASTING.

Announcer, veteran, single. Music, commercials, will travel. Photo, disc available. Box 504H, BROADCASTING.

Situation Wanted (Cont'd)

Available March first. 50 kw major markets top name AM and TV personality. Disc, interview, quiz, MC. Being relieved from active duty with Air Force (recalled from reserves last year). Top network, agency and transcription producers references. Box 502H, BROADCASTING.

Staff announcer, 24, two college degrees, extensive training all phases announcing and news casting at radio city. Pleasing voice, can write, veteran, will travel. Disc available. Box 506H, BROADCASTING.

Attention radio and TV centers! Available immediately. Five years experience announcing all phases radio, including NY network key. Photos, disc and additional information furnished. Box 508H, BROADCASTING.

If you're in need of an experienced announcer—pause here, please! Thanks! Prefer metropolitan area. 5 kw to 50 kw. News, commercials, emcee, drama, etc. Excellent references. College education. Disc, photo on request. Box 513H, BROADCASTING.

Announcer-writer, 22, four years experience. Draft exempt. Married. Seeking steady position in small midwest city. Presently employed as writer. Box 514H, BROADCASTING.

Disc jockey, announcer; show-biz wise, talented ad liber to hypo your programming. Topflight shows. Opportunity first. Salary secondary. Ingenuity unlimited. Box 517H, BROADCASTING.

Announcer available. Draft free, six years experience. Good news, DJ, sports, ad lib. Desires permanent position. Box 519H, BROADCASTING.

Afraid of atom? No! Veteran announcer, 10 years experience, 5 with 50 kw, past 3 years with 5 kw in home town will move east, west, north, south or midwest for right deal. Heavy voice, married, 2 children, age 31 and willing. Box 520H, BROADCASTING.

Combo man experienced with ticket wants position in California or western states. Write P. O. Box 292, South Pasadena, California.

Announcer, control board operator, continuity writer, 30, married, conscientious, familiar all phases control board operation. Limited experience, willing settle small community. Disc and resume available on request. Kenneth Caruso, 302 Midland Ave., Garfield, New Jersey.

Announcer-salesman. Personable, experienced, married vet, 34, strong on newscasts and sales promotion wants opportunity to do active selling. Ex program director, writer. Personality. Profile available. Frank Frost, 505 - 5th St., Garden City, Kansas.

Radio announcer with some experience wants position announcing news sports and disc jockey. Married, thirty years old and draft exempt. Bounce Nunamaker, 401 E. Armour, Kansas City, Missouri.

Announcing three years. First phone, chief engineer, veteran, non reservist. Ray Wilkins, 117½ Martinez, Santa Fe, N. M. Phone 3003. After January 18, 6288 Mt. Angelus Pl., Los Angeles 42, California. Phone AT 19914.

Colored announcer trained Radio City, N. Y. College graduate. Copywriter, operate console. 2 years phonograph record business. Age 27, draft exempt, travel. Disc and references. Reply Box 23, 320 Manhattan Avenue, New York City.

Technical

Chief engineer, presently employed, experienced in all phases, looking for tough job with progressive station which expects top flight performance from its engineering department. Box 292H, BROADCASTING.

Engineer, 10 years experience AM radio. Draft proof. Box 338H, BROADCASTING.

Chief engineer: Over eleven years in broadcasting, high and low power including directional antennas. Prefer southern states. Box 396H, BROADCASTING.

First phone, studios, transmitters, complete offer please. Box 410H, BROADCASTING.

First phone, transmitter experience, desires studio-transmitter operation. Draft exempt, married. Prefer N.E. Box 415H, BROADCASTING.

Engineer, 14 years experience. Capable supervisor. 8 years chief 250 watter. Communications installation and maintenance experience. Veteran. Would like job with reputable organization in southwest. References. Box 464H, BROADCASTING.

Situation Wanted (Cont'd)

Engineer-salesman. Draft exempt, veteran, 27, married. Experienced on console, tape, recorders, remotes, etc. Two years experience. Prefer Oklahoma or Texas. Box 481H, BROADCASTING.

Chief engineer, 17 years experience all phases, including construction two stations. One directional array. Age 40. Will consider straight engineering. Prefer middlewest. Box 486H, BROADCASTING.

Experienced southern engineer seeks employment with good southern organization. Good education, 1st class ticket, 250 watt experience, some announcing. Ambition to learn programming and sales. Draft exempt. Available soon. Box 489H, BROADCASTING.

First class phone vet. No experience, willing to travel. Sober and reliable. All answers considered. Box 505H, BROADCASTING.

First class ticket, recent technical school grad desires experience as assistant engineer. Vet. Vic Daley, 202 South Mesa, Carlsbad, New Mexico.

Production-Programming, others

Do you constantly say: Good men are hard to find? Check these qualifications. Match them with your needs. Successful at producing radio programs with good ratings and sponsors for Main Street audiences. Experience as an announcer, continuity writer, script writer and director. Intelligent, cooperative, good executive. Opportunity in or near metropolitan area preferred. Box 423H, BROADCASTING.

News writer. 5 years experience. Presently employed midwest station. Also continuity, sports. Best references. Box 479H, BROADCASTING.

College graduate, 1st class engineer, car, experienced in broadcast station operation and draft exempt. Prefers combination job including programming, engineering, some sales and announcing at regional or good 250. Topflight on copy. Very versatile. Top references. Let me know what you have. Box 490H, BROADCASTING.

Program director, young, married, 30 year old vet. 6 years in radio. Writes, produces own shows that sell. Available now, top references. Box 492H, BROADCASTING.

The Thing is new owner managing 1000 watt station, san programming, future advancement here nil. Need award winning copywriter-promotion man seeking permanent location? Six 5,000 watted experienced years at your service for living wage and opportunity. Married, 4A vet, college graduate. Box 501H, BROADCASTING.

Young couple, salary secondary to pleasant working conditions. Radio-TV station experienced. Woman, continuity writer, proven on-the-air personality. Man producer, program director, announcer. Box 507H, BROADCASTING.

Draft exempt. Talent rich: Two young writers experienced in television, radio, theater, and newspaper seeking opportunity. Box 509H, BROADCASTING.

Attention station managers: Draft exempt veteran with experience covering every phase of modern, smooth programming, desires program directorship at progressive, alert station. Available on 2 weeks notice. Hard conscientious worker. Box 510H, BROADCASTING.

16 years experience. Employed program director 36. Have stable reasen for voluntary re-affiliation same capacity with western state network outlet combining writing, traffic, sales, announcing. S. M. P. 1016½ N. Corona, Colorado Springs, Colorado.

Television

Announcers

TV emcee. 30 year old vet, married, 6 years in radio. Writes, produces shows that sell, top references. Good voice, available now. Box 493H, BROADCASTING • *TELECASTING.*

Announcer, wishes position on television station. Seven years experience. Married veteran, good draft status. Box 495H, BROADCASTING • *TELECASTING.*

Production-Programming, others

TV production assistant and floor manager. Experience large metropolitan station, net affiliate. Some directing. Degree. 27. Draft exempt. Desire permanency and opportunity for advancement. Available January 29. Box 467H, BROADCASTING • *TELECASTING.*

Situation Wanted (Cont'd)

Ambitious young man desires to learn television production from bottom. Can particularly help sports staff with well-rounded background. Box 456H, BROADCASTING • *TELECASTING.*

For Sale

Equipment, etc.

Federal 101-C field intensity meter, used few hours, $100 down, balance $500 C. O. D. Box 445H, BROADCASTING.

Studio transmitter link, REL model 694, 15 watt, excellent condition. Suitable FM or AM. Cost $6,785. Price $3,000 cash plus shipping costs. Box 483H, BROADCASTING.

For sale: Complete equipment for 250 watter including antenna, monitors, console, transmitter. KAVR, Havre, Montana.

Get on the air immediately! Bids still accepted for complete equipment for 1000 watts AM radio station with Wincharger tower and ground system. Shipped FOB Southern Pines, N. C. Selling agent WEEB, Southern Pines, N. C.

Have changed facilities and have late model 1 kw installation for sale. WJOC, Jamestown, New York.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Stations

Desire to purchase immediately, half or whole small market fulltime local station preferably located in southwest. Box 402H, BROADCASTING.

Equipment, etc.

Obsolete WE type 71A and similar 1 kw linear amplifiers in operating condition. Box 476H, BROADCASTING.

NATIONAL ACADEMY OF BROADCASTING, INC.

NAOB

STATION MANAGERS!

Need Trained Personnel?

BROADCASTERS!

Want a Refresher Course?

BEGINNERS!

Want to be a broadcaster?

THE NATIONAL ACADEMY OF BROADCASTING, INC.

3338 16th Street, N. W.
Washington 10, D. C.

NEW TERM OPENS FEB. 5

NATIONAL ACADEMY OF BROADCASTING, Dept. 111
3338—16th St., N.W.
Washington 10, D. C.

Please send information concerning

☐ Correspondence ☐ Residence Courses.

Name.....

Address.....

City.....State.....

Wanted to Buy (Cont'd)

Wanted, commercial FM receiver, good condition, trade BK-403 tape or will buy receiver. Sell tape $150.00. Box 512H, BROADCASTING.

Miscellaneous

Attention, commercial managers! Turn that sustaining time into dollars with our accounts! Write Ambassador Advertising Associates, 706 Elmwood, East Gadsden, Alabama.

Help Wanted

P. I. EXPERT

Here's an opportunity for an ambitious man who knows the P.I. business from the inside and who is anxious to increase his earnings. The man we hire will have had plenty of experience in making deals and selecting salable products. He'll know a lemon at a glance, and he will be well known among the mail order agencies and advertisers. The credit and dependability of P. I. advertisers, both the reliables and fly-by-nights, will be at his fingertips. Our man will work in a large eastern metropolitan center, on a station which enjoys an excellent reputation and is now about to enter the P. I. field. If you are that man, give complete background, details of experience and references in first letter.

Box 444H, BROADCASTING

Do you want to work in "North Carolina radio"—the fastest growing radio field in the country? Positions now open for program directors, engineers, announcers, salesmen, copywriters. File application with North Carolina Association of Broadcasters, Drawer 1140, Southern Pines, N. C. Submit photograph and references and give full information regarding experience.

Technical

CHIEF ENGINEER

for local network station in Pennsylvania. Excellent opportunity for young man. Employment Service has opening.

BOX 515H, BROADCASTING

Production-Programming, others

WANTED

Promotion-Publicity Manager

Sales promotion manager wanted immediately for 50,000-watt WCCO, Columbia-Owned Station in Minneapolis-St. Paul. Will be given free rein for his creative abilities, and a generous budget. Must know all phases of sales promotion and program promotion, merchandising, exploitation and publicity. Good salary for the right man. Send full details, with samples and references, to General Manager, WCCO, 625 Second Avenue South, Minneapolis.

Help Wanted (Cont'd)

Salesmen

Major network affiliate in one of nation's top markets seeking two experienced radio salesmen. Only applicants with proven records will be considered.

Apply Box 468H, BROADCASTING, enclosing resume of previous industry experience, picture. All applications will be held in strictest confidence.

Situations Wanted

Managerial

Managers, experienced with excellent records. They are now managing successful stations. Available after reasonable notice to present employers.

Howard S. Frazier,
726 Bond Bldg.,
Washington, D. C.

For Sale

Equipment, etc.

Used one kilowatt General Electric police transmitter class "B" modulation. Suitable for conversion to broadcast band. First check $1,000.00 F.O.B. Martin Karig, 13 Warren St., Glens Falls, New York.

We offer at substantial saving immediate delivery on the following equipment in perfect condition: General Electric 50 kw FM transmitter model BT-5-A. Federal 8-bay antenna. Complete with speech input and monitors, spare parts. Write C. D. Lutz, KTSA-FM, P. O. Box 1161, San Antonio 6, Texas.

Employment Service

EXECUTIVE PLACEMENT SERVICE

A confidential, nationwide service, bring managers, commercial managers, program directors and chief engineers together under the auspices that inspire mutual trust.

The identity of applicant or employer is fully protected. Write or wire for complete information stating your interest as employer or applicant.

HOWARD S. FRAZIER
TV & Radio Management Consultants
Washington 5, D. C.
726 Bond Bldg. *NAtional 2173*

Miscellaneous

CUSTOM JINGLES
with proven sales results
RICHARD STROUT
PRODUCTIONS, Box 2261, Hollywood

DIRECT SALES POLICY

KING Screens Advertising Copy, Product

TECHNIQUE for protecting listeners against misrepresentation in mail order advertising on the air [BROADCASTING • TELECASTING, Jan. 1] and for promoting better sales results for legitimate advertisers has been reported to BROADCASTING • TELECASTING by officials of KING Seattle.

Each advertiser seeking time for direct sales merchandising is required to fill out a form calling for the name of the advertiser, product and agency handling it. Then the station's Product Research Committee, headed by Hugh Feltis, KING manager, examines the proposed commercial copy and the product itself. Product is found either "acceptable" or "not acceptable," while comments on copy include "acceptable," "misleading" and "lengthy," with provision for recommendations.

Operating Since June

Other members of the committee are Grant Merrill, program director; Hal Moen, operations director; and Roger Rice, national sales manager. Group has been operating since last June. A similar arrangement exists for potential video advertisers on KING-TV. All time for direct sales merchandising is sold at straight card rates. No per-inquiry deals are accepted.

As to the analysis, the product is examined to determine whether it measures up to copy and whether it represents fair value for the price asked. Copy may be rewritten to conform with the station's standards, or to fit within prescribed time periods, and the revision is checked with the advertiser for approval. If copy is finally accepted, it bears the tagline: "This product has been approved by the KING Products Research Committee."

The whole procedure not only assures better sales results for the advertiser and protection for the listener against fraudulent claims, according to Mr. Rice, but is believed to be "the solution for radio stations—and advertisers—to many of the problems of the direct sales business." Already it has decreased the number of complaints to an "insignificant percentage," he added.

KFI-AFRA AGREE

Avert Announcer Strike

LAST-MINUTE compromise agreement was reached late Jan. 5 between KFI Los Angeles and the American Federation of Radio Artists, thus avoiding a strike involving 14 staff announcers at the station [BROADCASTING • TELECASTING, Jan. 8]. The station signed a one year contract with the union providing for a basic minimum of $110 weekly, constituting a $5 weekly increase from the previous $85 minimum. Further raises also were granted on individual basis according to merit. The union originally had asked for a $10 weekly minimum for the first year and a $115 minimum for each year thereafter.

KFI still is continuing negotiations with the National Assn. of Broadcast Engineers which recently voted to strike against it [BROADCASTING • TELECASTING, Jan. 8]. Issues involved are pay increases and the question of establishing a union shop. KFI was to have submitted counter-proposals to the union last week, but no details were available as BROADCASTING • TELECASTING went to press.

ARTHUR (Dutch) BERGMAN sports director WRC-WNBW (TV) Washington, appointed chairman District of Columbia 1951 March of Dimes sports committee. MARGARET FORBES, promotion department WRC-WNBW recuperating after recent operation.

Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	360 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

New Business

(Continued from page 10)

daily newscasts, *Your Bab-O Reporter*, over MBS, 10:25 a.m., 11:25 a.m., 2:25 p.m., 2:25 p.m., 3:25 p.m., beginning Jan. 15. Agency: William Weintraub, N. Y.

FLAKO PRODUCTS CORP., New York (cookie, muffin and pastry mixes), Jan. 16 starts *Susan Adams Kitchen* on DuMont TV network, Tues. and Fri., 2-2:15 p.m. Agency: Platt Forbes, N. Y.

BONAFIDE MILLS, New York (floor coverings, roofing), Jan. 28 moves its TV show from NBC-TV (Fri. 9-9:30 p.m.) to CBS-TV (Sun., 11:30 a.m.-12 noon). Program is produced by Charlie Basch and Frankie Scott. Agency: Gibraltar Adv., N. Y. In moving to Sunday morning period, program's title will be changed from *Bonnie Maid Versatile Varieties* to *Versatile Varieties Junior Edition* and given juvenile appeal.

PROCTER & GAMBLE Co. (Ivory soap and Duz) and **QUAKER OATS Co.** (Aunt Jemima pancake flour and other products) have signed as sponsors for CBS-TV *Garry Moore Show*, Mon.-Fri., 1:30-2:30 p.m. P&G has bought 2-2:15 p.m. segment and Quaker Oats 2:15-2:30 p.m. portion. Agencies for Procter & Gamble and Quaker Oats are Compton Adv., N. Y., and Price, Robinson & Frank, Chicago, respectively.

SYMART Inc., N. Y. (Tintair home hair coloring), will sponsor radio version of its TV show, *Somerset Maugham Theatre*, effective Jan. 20, on CBS, Sat., 11:30-12 noon.

LEVER BROS. Ltd., Toronto (Surf), Jan. 8 for 51 weeks started French-language program *Qui Aura le Dernier Mot?* on five CBC French network stations, Mon.-Fri., 10:15-10:30 a.m. Agency: J. Walter Thompson Co., Toronto.

EDGEWOOD SHOE CO. (Division of General Shoe Corp.) to sponsor teen-age series, *Going Places With Betty Betz*, over ABC-TV, Tuesday, 7:15-7:30 p.m., beginning in February. Agency: Anderson, Davis & Platte Inc., N. Y.

Adpeople • • •

W. A. SWAN appointed general sales manager Pabst Sales Co., Chicago, after working as assistant general sales manager. With company since 1939, when he was hired to create, develop and direct sales training.

PURITY BAKERIES CORP., Chicago, which uses radio spot extensively, appoints **DON C. MENDENHALL** sales manager of Taystee Bread division, and **LARRY J. NIEMAN** sales manager of Grennan Cakes. **T. L. BROWN** is new assistant merchandising director.

CHARLES SCHAFER, director of public relations Brisacher, Wheeler & Staff, S. F., appointed assistant advertising manager Spray-Chemical Corp., Richmond, Calif.

JAMES J. NANCE, president Hotpoint Inc., Chicago, appointed member of U. S. Treasury's industrial advisory committee for U. S. Savings Bond program.

WJTN Jamestown, N. Y. USES

Magnecorder

Used By More Radio Stations Than All Other Professional Tape Recorders

PT6-JA

Greatest professional recording value on the market! Portable high fidelity recorder and amplifier—as low as $499.50

WRITE Magnecord INC.

360 N. Michigan Ave. Chicago 1, Ill.

Negro Press Seminar

KEY SPEAKER at NBC's seminar for members of the Negro press will be William Brooks, network vice president in charge of public relations. He will address the group in Chicago tomorrow (Tuesday). At the invitation of the network, 40 editors and publishers of Negro newspapers serving the area between Cincinnati and Kansas City, Mo., will attend the all day public relations seminar sponsored by NBC and RCA in NBC Chicago studios. Joe Baker, public relations counsel, will conduct the meeting. Official host is to be Harry Kopf, vice president and general manager of NBC Chicago.

On All Account

(Continued from page 8)

AFRS program director in Hollywood.

From AFRS he went to AFRA (American Federation of Radio Artists), Hollywood, in 1946 as executive director of the union's refresher course for announcers, actors and singers. While with AFRA he and 20 other former members of AFRS formed Command Radio Productions Inc., radio packaging agency of which he was president. Company dissolved after a year and a half.

In 1947 Bob accepted the post as executive director of the Ben Bard dramatic school radio course. During his 2½ years there he continued freelance writing and directing.

From there Bob entered an entirely new field when he joined Abbott Kimball in his present capacity in 1950. At present he is most actively occupied supervising radio and TV activities for Regal Amber Brewing Co., San Francisco (Regal Pale) in the Southern Calif. area. Firm currently is using spots on 23 radio stations in the area, and programs on three of them; plus spot schedule on five television stations.

Bob is pretty sold on television as "head and shoulders" above any other advertising medium. Careful not to "sell radio short," he maintains that radio is still tops for dinner-time and late evening listening.

In the realm of hobbies, gardening at his Sherman Oaks, San Fernando Valley home takes up most of his time. Any remaining energy he puts into golf. When the ballet season hits Los Angeles the Lights never fail. Mrs. Light, the former Margaret Dodgson, was previously a member of the Sadlers' Wells ballet troupe. They have one son, Robert Louis, whom they call Robin.

Bob is a member of the Hollywood Advertising Club. And, "just in case," he still maintains his AFRA card.

WDTV (TV) Pittsburgh entertained more than 90 members of Sales Executive Club of Pittsburgh recently in its new studios.

BREAKS RECORD

CKLW Highest 4th Quarter

HIGHEST dollar volume for a fourth quarter in its history has been announced by CKLW Windsor, Ont. President J. E. (Ted) Campeau estimated total sales for 1950 would be up between 38% and 40%. The record sales were made in an area which has three strong TV stations in addition to the normal AM competition.

Mr. Campeau said it was difficult to point out the prime reason for the satisfying increase after a slow summer season, but, he said, "we have signed programs and spot announcement campaigns that advertisers were uncertain about releasing last summer, and as far back as last spring."

As for radio's effectiveness in competition with other AM stations and TV, Mr. Campeau said, "Radio is still the greatest mass medium, the greatest open forum, still effective and a more economical buy. As a result, advertisers and agencies are projecting selling campaigns combining the best buys in radio and television both." Mr. Campeau continued that he expected "this situation to remain for some time to come."

Most agency and business executives with whom he had conferred seemed to believe, Mr. Campeau said, that while TV was competent, it could not match radio for low-cost mass circulation. They felt the two media should be combined in advertising budgets.

WILM Extends Service

EXPANSION of broadcast service to a 24-hour daily schedule, excepting Sunday, for WILM, Wilmington, Del., effective today (Jan. 15), was announced last week by Ewing B. Hawkins, WILM manager and owner. Extended hours of operation in part has been made as a service to national defense planning, WILM explained. Ronnie Evans, formerly with WDEL Wilmington, has been assigned to handle *Milkman's Serenade* daily 2:30-6 a.m., while Morrie Sims, previously with WTUX Wilmington, has been named to do *Morrie Sims Show* midnight-2:30 a.m.

FOR DEPENDABLE SERVICE look to ALLIED for your station supplies

ALL STATION SUPPLIES

Our great in-stock resources (largest in the country) and close contacts with all manufacturers, guarantee the fastest, most complete equipment supply service for the BC and TV engineer.

SERVICE EVERYWHERE. Over 600 stations—coast to coast and border to border—look to dependable ALLIED for their station supplies and accessories.

PERSONAL EXPERT HANDLING. You get exactly what you want—when you want it! All station orders, large or small, get preferred speedy handling. Our Broadcast Division is headed by commercially licensed operators who cooperate intelligently to keep your station running at top efficiency at all times.

GET THIS CATALOG

Send for ALLIED'S 212-page Buying Guide, listing broadcast equipment and supplies ready for immediate shipment. Ask to be put on our "Broadcast Bulletin" mailing list.

Write to BROADCAST DIVISION

ALLIED RADIO

833 W. JACKSON BLVD., CHICAGO 7

Call: HAymarket 1-6800

FCC Actions

(Continued from page 69)

Applications Cont.:

Neb.; KPOJ-FM Portland, Ore.; WFLN Franklin, Pa.; KQV-FM Pittsburgh; WKPT-FM Kingsport, Tenn.; WSIX Nashville, Tenn., WCOD Richmond, Va.; WEMP-FM Milwaukee, Wis.

Modification of CP

KRMD-FM Shreveport, La.—Mod. CP new FM station for extension of completion date.

January 10 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

R. W. Towery, Iuka, Miss. and WKSR Pulaski, Tenn.—Designated for consolidated hearing in Washington on Feb. 26, application of Towery for new station on 580 kc, 1 kw-D only at Iuka, with application of WKSR to change facilities from 730 kc to 580 kc, 250 w-D to 500 w-N 1 kw-D DA-2.

WESC Greenville, S. C. and WORD Spartanburg, S. C.—Designated for consolidated hearing in Washington on Feb. 28, application of WESC to change facilities from 660 kc 5 kw D to 910 kc 1 kw unl. DA-2, with application of WORD to change facilities from 1400 kc 250 w unl. to 910 kc 1 kw DA-2, unl. and made WJHL Johnson City, Tenn. party to proceeding.

Order Amended

KGAR Garden City, Kan.; KLMR Lamar, Col.; Capital Bcstg. Co. Lincoln, Neb.; KJSK Columbus, Neb.—Ordered that Commission's order of Oct. 6, 1950 as amended by order of Dec. 27, 1950, be amended to include as issue No. 8 following: "8. To determine comparative needs of areas now served by KFMF including city of Shenandoah, Ia., and areas to be served by KFNF operating as proposed including Lincoln, Neb., for broadcast service and, in view thereof, whether grant of this application would be in accordance with Section 307 (b) of the Communications Act of 1934, as amended."

Authority Granted

WOR-TV New York—On Request granted 60-day extension of STA for further tests of "Skiatron Subscriber-Vision System" over WOR-TV, subject to same conditions as in original grant (announced Nov. 24, 1950), which expired Dec. 22. These coded TV tests are conducted in off hours and are not received by public.

Petition Granted

CBS and TBA—Granted petitions for leave to participate and present testimony with respect to Issue "E", in further hearing scheduled to be resumed on Jan. 22 in matter of reservation of channels for non-commercial educational TV stations.

Hearings Postponed

Allen B. DuMont Labs., Inc. (complainant); American Telephone & Telegraph Co., et al. (defendants)—Postponed until further order of Commission, hearings currently scheduled to begin Jan. 15, 1951, in matter of allocation of usage of intercity video transmission facilities, in order to observe usage of such facilities of Bell System companies resulting from agreement reached among networks upon certain procedures to be followed by them to resolve their conflicting requirements for these coaxial cable and microwave relay facilities.

Authority Granted

WGUY-FM Bangor, Me.—Granted request for special temporary experimental authority to operate FM station by remote control for period ending July 10 from studio and trans. location of AM station WGUY Bangor, Me., without licensed operator in attendance at station WGUY-FM, Bangor, Me., conditions

WTSV-FM Claremont, N. H.—Granted request for special temporary experimental authority to operate station WTSV-FM by remote control for period ending July 10, from the trans. location of AM station WTSV, Claremont, N. H., without a licensed operator in attendance at station WTSV-FM, Claremont, N. H., conditions.

January 10 Applications . . .

ACCEPTED FOR FILING

Modification of License

WJCM Sebring, Fla. — Mod. license AM station to change from 1340 kc, 100 w unl. to 250 w unl.

AM—1480 kc

Frank J. Keegan, Memphis, Tenn.—CP AM station 1570 kc, 1 kw D AMENDED to request 1480 kc.

License Renewal

Request for license renewal FM station: WJAX-FM Jacksonville, Fla.; WROK-FM Rockford, Ill.; WBOC-FM Salisbury, Md.; WHYN-FM Holyoke, Mass.; WHFB-FM Benton Harbor, Mich.; WTTH-FM Port Huron, Mich.; WMC-FM New York; WOHS-FM Shelby, N. C.; WLTN Lewistown, Pa.; WRZE York, Pa.; WSPA-FM Spartanburg, S. C.; WLVA-FM Lynchburg, Va.; WKJF Pittsburgh.

Modification of CP

WKNA-FM Charleston, W. Va.—Mod. CP FM station to change ERP to 9.72 kw and ant. 124 ft.

WOR-TV New York—Mod. CP new commercial TV station for extension of completion date to 4/15/51.

TV—66-72 mc.

WBEN-TV Buffalo, N. Y.—CP commercial TV station to change from 16.2 kw vis., 10.2 kw aur. to 4.1 kw vis., 2.1 kw aur. and change studio location from Hotel Statler to Center St., 7 miles south East Aurora, N. Y.

TENDERED FOR FILING

AM—1300 kc

WLIZ Bridgeport, Conn.—CP AM station to change from 1300 kc, 1 kw D to 1300 kc 5 kw unl. DA-2.

January 11 Decisions . . .

ACTION ON MOTIONS

By Examiner Fanney N. Litvin

Charles L. Cain, Grand Prairie, Tex. Lakewood Bcstg. Co., Dallas, Tex.—Ordered that further hearing in this proceeding be scheduled for Jan. 24, in Washington, D. C.

By Commissioner Wayne Coy

FCC General Counsel—Granted motion to correct transcript of oral argument of Nov. 8, 1950, in proceeding upon application for license and for assignment of construction permit of WACA Camden, S. C.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO JANUARY 11

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM stations	2,236	2,202	119		267	137
FM stations	676	510	183	1*	10	6
TV stations	107	58	48		375	171

* On the air.

* * *

Docket Actions . . .

INITIAL DECISION

Pottstown Bcstg. Co., Pottstown, Pa.—Announced initial decision by Examiner Elizabeth C. Smith to grant application of Pottstown Bcstg. Co. new station on 1370 kc, 1 kw day. See story this issue. Decision Jan. 9.

KPAB Laredo, Tex.—Announced initial decision by Commissioner Paul A. Walker reaffirming order of Jan. 4, 1950 to revoke license of KPAB. Decision Jan. 11.

Non-Docket Actions . . .

AM GRANT

Henderson, N. C.—Nathan Frank, granted new station 1450 kc, 250 w fulltime. Estimated construction cost $8,450. Mr. Frank has a 20% stock interest in WHNC Henderson which he must relinquish contingent on this grant. Granted Jan. 10.

WCLI Corning, N. Y. — Granted switch in facilities from 1540 kc, 250 w day to 1450 kc 250 w fulltime. Conditions. Granted Jan. 10.

New Applications . . .

AM APPLICATIONS

Kingsport, Tenn.—Sullivan County Bcstg. Co., 1310 kc, 1 kw day. Estimated construction cost $18,000. Cy N. Bahakel, individual owner is licensee of WKOZ Kosciusko, Miss., WABG Greenwood, Miss., and previously held ½ interest in WCLD Cleveland, Miss. Filed Jan. 9.

Marion, Ala.—Lester M. Neely and Kathleen W. Neely d/b as Neely Bcstg. Co., 1310 kc, 1 kw day. Estimated construction cost $27,250. The Neelys' are owners of a chain of Alabama theatres. Filed Jan. 5.

TV APPLICATION

Ashtabula, Ohio—WICA Inc., new commercial TV station Chan. 8 (180-186 mc), ERP 2.16 kw vis., 1.08 kw aur., antenna 285 ft. above average terrain. Estimated construction cost $106,450. Company has no data from which to estimate operating costs and revenue. WICA Inc., is licensee WICA-AM-FM that city. Filed Jan. 9.

TRANSFER REQUESTS

KGW Portland, Ore.—Transfer of control of Pioneer Bcstrs. Inc., licensee, for $350,000 to Mitzi E. Newhouse, Samuel I. Newhouse Jr. and Donald Newhouse [BROADCASTING • TELECASTING, Dec. 18, 1950]. Samuel I. Newhouse, owner WSYR-AM-FM-TV Syracuse and holder of extensive newspaper interests in East as well as recent purchaser of Portland "Oregonian," former KGW licensee, is lending funds to his wife and sons to supplement their own funds in purchase of station. Sellers include: Scott Co., 23 sh; Mrs. F. W. Leadbetter, 169 sh; B. MacNaughton, trustee, 122 sh; Georgiana G. Aston, 3-2/9 sh; R. P. Gantenbein, 56⅓ sh; Rhoda J. Adams, 56-3/9 sh; Portland Trust and Savings Bank, 48-1/9 sh; Michael J. Frey, 1 sh. KGW assigned 620 kc, 5 kw. Filed Jan. 11.

KSMA Santa Maria, Calif.—Assignment of license from John H. Poole, licensee to James Hagerman and John I. Groom co-partners, for $27,500. Mr. Poole withdraws to devote his time to his other business interests. Mr. Groom is announcer-engineer KRJM (FM) and KSMA (AM). Mr. Hagerman is managing editor Santa Maria Times and sportscaster for KSMA. KSMA is assigned 1450 kc, 250 w fulltime. Filed Jan. 2.

WSAI-AM-FM Cincinnati — Transfer of license from Buckeye Bcstg. Co. licensee, from Field Enterprises Inc., to Fort Industry Co., for consideration of $225,000. Fort Industry has extensive radio interest including WSPD-AM-FM-TV Toledo; WWVA-AM-FM Wheeling W. Va.; WMMN Fairmount, W. Va. WLOK-AM-FM Lima, Ohio; WAGA-AM-FM-TV Atlanta, Ga., WGBS Miami and WJBK-AM-FM-TV Detroit. George B. Storer is president Fort Industry Co. WSAI is assigned 5 kw fulltime on 1360 kc. Filed Jan. 10.

WMUS Muskegon, Mich.—Assignment of license from Greater Muskegon Bcstrs. Inc., licensee to George H. Cross, receiver. Mr. Cross will put up bond of $10,000 and original company will continue to operate station as debtor in possession. Company went into receivership under threat of Dept. of Internal Revenue to seize property for taxes. WMUS 1090 kc, 1 kw day. Filed Jan. 10.

KWRN Reno, Nev.—Assignments of license from Reno Newspapers Inc. licensee, to Kenyon Brown for $27,500. Licensee originally planned AM-FM operation but had to drop FM operation for lack of interest and now does not feel that KWRN market large enough to support enterprise. Mr. Brown is vice president, general manager and 20% stockholder KWFT Inc. Wichita Falls, Tex.; 33⅓% interest KBYE Oklahoma City and 25% interest Arcadia Theater, Dallas, Tex. KWRN is assigned 1490 kc, 250 w fulltime. Filed Jan. 10.

WKNX Saginaw, Mich.—Transfer of 300 sh. stock in Lake Huron Bcstg. Corp., licensee, from O. J. Kelchner to licensee corporation to be held as treasury stock. Mr. Kelchner retires because of ill health and agrees to sell his interests for $14,417.52 less $2,139 debt to the corporation. WKNX is assigned 1 kw day on 1210 kc. Filed Jan. 9.

WCVS-AM-FM Springfield, Ill.—Transfer of 49 shares stock in WCVS, licensee, from the Copley Press Inc., to WCBS Inc., parent company for $122,750. WCVS is assigned 250 w fulltime on 1450 kc. Filed Jan. 9.

WDSC Dillon, S. C.—Transfer of control in Border Bcstg. Co., licensee, from Lela C. and P. T. Watson to L. B. Hyman for consideration $31,336.50. The Watson's wish to sell to obtain funds to meet their obligations to WGTM Wilson. WDSC is assigned 1 kw day on 800 kc. Filed Jan. 9.

PBS Signs WPAW

WPAW Pawtucket, R. I., 500 w outlet on 1380 kc daytime, has signed for affiliation with Progressive Broadcasting System, according to announcement made jointly by Larry Finley, PBS president, and Neale Murphy and Nick Hyskos, owners of the station.

THE OLD SEA-HORSE SAYS:

No Other Medium "Offers So Much For So Little".
Now affiliated with Progressive Broadcasting System.
May We Hear From You?

WVMI BILOXI MISSISSIPPI

Serving the Entire Mississippi Gulf Coast

1000 WATTS • 570 KILOCYCLES

NANCY McIVER
TRAVELS THE WORLD

(Formerly Nancy Grey on WTMJ—NBC)
WHFC Chicago WEMS-FM
2-2:30 Mon. thru Sat.
She entertains—and sells—and sells
Participations Available
MARSHALL PRODUCTIONS INCORPORATED
40th Floor Bankers Bldg., Chicago 3
Radio — Shows to fit your budget — TV

Sales Upsurge

(Continued from page 19)

Sunday 5:45-6 p.m.; Ferry-Morse Seed Co., through McManus, John & Adams—*Garden Gate*, Saturday, 9:45-10 a.m.; General Foods, through Benton & Bowles— *Renfro Valley*, Sunday, 8:30-9:15 p.m. and Monday-Friday, 8:30-8:35 a.m.; Sterling Drug, through Dancer-Fitzgerald - Sample — *Bill Shadel and the News*, Sunday, 3-3:15 p.m.; Colgate - Palmolive - Peet through William Esty—(show unselected) Monday-Friday, 3:15-3:30 p.m.; Sonotone Corp., through Lloyd Chester & Dillingham — *Galen Drake*, Saturday, 2:30-2:45 p.m.; Wildroot, through BBDO—*Charlie Wild, Private Detective*, Sunday, 6-6:30 p.m.; Plymouth Division of Chrylser Corp., through McCann-Erickson, three half-hours in January.

MBS: P. Lorillard Co. (Old Gold), through Lennen & Mitchell —*Queen for a Day*, Monday-Friday, 11:30-11:45 a.m.; Kraft Foods, through J. Walter Thompson—*Queen for a Day*, Tuesday and Thursday, 11:45-12 noon, and *Bobby Benson*, Tuesday-Thursday, 5:55-6 p.m.; U. S. Army and Air Force, through Grant Adv.—*The Shadow*, Sunday, 5-5:30 p.m.; Brewing Corp. of America (Carling Red Cap ale), through Benton & Bowles—(program unselected) Saturday, 4:30-4:45 p.m.; Kellogg Co., through Kenyon & Eckhardt—*Victor Borge Show*, Monday-Wednesday-Friday, 5:55-6 p.m.; Kellogg Co., through Leo Burnett —*Clyde Beatty Show*, Monday-Wednesday-Friday, 5:30-5:55 p.m.; Pearson Pharmacal Co., through Harry B. Cohen—Gabriel Heatter; Friday, 7:30-7:45 p.m.; B. T. Babbitt Inc., through William H. Weintraub—five five-minute newscasts per day, Monday-Friday; Benjamin Moore Paint Co., through St. Georges & Keyes—*Your Home Beautiful*, Saturday, 11-11:15 a.m.; Dictograph Products Inc., through Atherton Adv.—3¾ hours of MBS programs in January and February; Hadacol, Through Majestic Adv., *Hollywood Party* (one-shot), Jan. 12, 9-9:30 p.m.

NBC: Pepsi-Cola Co., through Biow Co.—(program unselected, but probably one starring Phil Regan), Sunday, 5-5:25 p.m.; Liggett & Myers, through Cunningham & Walsh — Operation Tandem; U. S. Army and Air Forces, through Grant Adv.—Operation Tandem; Buick Division of General Motors Corp., through Kudner Agency—Operation Tandem, one week beginning Jan. 14; American Trucking Assn., through Biow Co. —*American Forum of the Air*, Sunday, 1:30-2 p.m.; Mutual Benefit Health and Accident Assn., through Bozell & Jacobs—*On the Line with Bob Considine*, Sunday, 2:30-2:45 p.m.; Doubleday & Co., through Huber Hoge & Sons—Edwin C. Hill, Sunday, 11:15-11:30 a.m.; Norwich Pharmacal Co., through Benton & Bowles—*Bob Trout and the News*, Sunday, 5:25-5:30 p.m.; TWA Trans-World Airlines, through BBDO—*Mr. and Mrs. Blandings*, Sunday, 5:30-6 p.m.; E. R. Squibb & Sons, through Cunningham & Walsh—*NBC Symphony*, Saturday, 6:30-7:30 p.m.

Some of the active spot accounts reported last week were:

American Chicle Co.'s newest product, Crawford cough gum, is considering a radio spot campaign in major cities in the Midwest to start in late January or early February. Dancer-Fitzgerald-Sample, New York, is the agency. Budget details are expected to be ready within a fortnight.

Another product of American Chicle Co., Beeman's chewing gum, which recently switched to a new wrapper, is planning an identification spring spot radio announcement campaign through Badger, Browning & Hersey, New York.

Beechnut Gum has just renewed its radio spot announcement campaign in January for 52 weeks in 200 radio markets. Kenyon & Eckhardt, New York, is the agency.

Lever Bros.' Pepsodent tooth paste, through Foote, Cone & Belding, New York, is buying a one minute spot announcement campaign on the entire Keystone Broadcasting System.

Paradise Wine Co., through St. Georges & Keyes, New York, is considering radio spot campaign in limited areas.

Procter & Gamble's Crisco, through Compton Adv., New York, is buying five spots weekly on 40 CBS stations to supplement its network show, *Young Dr. Malone*, in the areas where P&G's Joy has bought up the closing commercial on the show. Spots for Crisco start Feb. 5.

Borden's evaporated milk through Young & Rubicam, is preparing a radio campaign using participations, spots and chain breaks.

WSJS 'FARMERS'

Conference Slated

AN AGRICULTURE conference next Saturday is to be sponsored by WSJS Winston-Salem, N. C., in an effort to emphasize the station's service to farmers.

Harold Essex, station vice president and managing director, and Harvey Dinkins, WSJS farm service director, say they hope it will become an annual event.

Governor Kerr Scott will head the list of state agriculture leaders who will appear. Members of workers' councils of 12 counties have been invited.

NETWORK BOXSCORE

Number of commercial programs on four nationwide networks Nov. 30	240
Number of commercial programs starting on networks during Dec.	6
Number of commercial programs leaving networks during Dec.	14
Number of commercial programs on four nationwide networks Dec. 31	232

DECEMBER ADDITIONS

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
RCA	Operation Tandem (Big Show; NBC Symphony; Screen Directors Playhouse; Magnificent Montague; Duffy's Tavern; Dangerous Assignment; Man Called X)	NBC	Sun., 6:30-7:30 p.m.; Mon., 10-10:30 p.m.; Thurs., 10-11 p.m.; Fri., 9-9:30 p.m.; Sat., 8-8:30; Sat.,	J. Walter Thompson
Whitehall Pharmacal Co.	Operation Tandem	NBC	" " "	John F. Murray Adv.
Liggett & Myers Tobacco Co.	Operation Tandem (excluding NBC Symphony)	NBC	" " " (excluding Mon., 10-10:30 p.m.)	Cunningham & Walsh
George A. Hormel Co.	Music With Hormel Girls	NBC	Sun., 3-3:20 p.m.	BBDO
Burton Dixie	Paul Harvey	MBS	Sun., 10:15-10:30 p.m.	Turner Adv.
Mars Inc.	Stop the Music	MBS	Sun., 8:30-8:45 p.m.	Leo Burnett Co. Inc.

DECEMBER CANCELLATIONS

Dolcin Corp.	Human Side of the News	ABC	Tues. & Thurs., 7-7:05 p.m.	Victor van der Linde Co.
Longines-Wittnauer Watch Co.	Longines Symphonette	ABC	Mon.-Thurs., 10:35-11 p.m.	Victor A. Bennett Co.
Mars Inc.	Falstaff's Fables	ABC	Mon.-Fri., 5:55-6 p.m.	Leo Burnett Co.
R. J. Reynolds Tobacco Co.	Fat Man	ABC	Fri., 8-8:30 p.m.	William Esty Co.
Rexall Drug Co.	Richard Diamond	NBC	Wed., 10:30-11 p.m.	BBDO
Wildroot Co.	Charley Wilde, Private Eye	NBC	5:30-6 p.m.	BBDO
Ford Dealers of America	Operation Tandem (Big Show; NBC Symphony; Screen Directors Playhouse; Magnificent Montague; Duffy's Tavern; Dangerous Assignment; Man Called X)	NBC	Sun., 6:30-7 p.m.; Mon., 10-10:30 p.m.; Thurs., 10-11 p.m.; Fri., 9-9:30 p.m.; Sat., 8-8:30 p.m.; Sat., 8:30-9 p.m.	J. Walter Thompson
Liggett & Myers	Operation Tandem (except NBC Symphony)	NBC	" " " (except Mon., 10-10:30 p.m.)	Cunningham & Walsh
Grove Labs	The Shadow	MBS	Sun., 5-5:30 p.m.	Harry B. Cohen Co.
Chamberlain Sales Corp.	Cecil Brown	MBS	Sat., 7:55-8 p.m.	BBDO
Quaker Oats Co.	Challenge of the Yukon	MBS	Mon.-Wed.-Fri., 5:30-6 p.m.	Sherman & Marquette
Lever Bros.	Junior Miss	CBS	Sat., 11:30-12 noon	J. Walter Thompson
Lever Bros.	Amos 'n' Andy	CBS	Sun., 7:30-8 p.m.	Ruthrauff & Ryan
Wildroot Co.	Arthur Godfrey	CBS	Mon.-Fri., (alt.) 10:15-10:30 a.m.	BBDO

DECEMBER ONE-TIMERS

Statco Inc.	Frank Sinatra	CBS	Dec. 3, 5:15-5:30 p.m.	Arthur Rosenberg
Gillette Safety Razor Co.	Army-Navy Game	MBS	Dec. 2, 1:15 p.m.	Maxon Inc.
A. O. Smith Corp.	Christmas Carol	MBS	Dec. 24, 4-4:30 p.m.	Henri, Hurst & MacDonald
Shriners	East-West Game	MBS	Dec. 30, 4:45 p.m.	Direct
Gillette Safety Razor Co.	Blue-Gray Game	MBS	Dec. 30, 2:30-4:45 p.m.	Maxon Inc.
Admiral Corp.	National Pro-Football Game	ABC	Dec. 15, 1:30 p.m. to concl.	Erwin Wasey & Co.
American Medical Asso.	Speech before House Delegates of the AMA	ABC	Dec. 17, 4-4:15 p.m.	Campaigns Inc.
Stanley Home Products	Boys Town Choir	ABC	Dec. 10, 5-5:30 p.m.	Charles W. Hoyt Co.
General Motors (Chevrolet)	World In Transition	CBS	Dec. 31, 3:30-4:30 p.m.	Campbell-Ewald Inc.
Travelers Insurance Co. Inc.	Voices & Events	NBC	Dec. 31, 5-6 p.m.	Young & Rubicam

Gates has it

IF IT IS FOR A
BROADCASTING STATION
GATES RADIO COMPANY
QUINCY, ILLINOIS
TELEPHONE • 522
WASHINGTON, D. C.
TEL. METROPOLITAN 0522

RICHARDS COUNSEL

Beclouded Issues, FCC Is Told

FCC COUNSEL last week accused two trial attorneys for G. A. (Dick) Richards of making "scandalous and scurrilous charges" in an attempt to distort the "real issues" of the FCC hearing on Mr. Richards news policies. FCC General Counsel Benedict P. Cottone and Attorney Frederick W. Ford, who handled the FCC staff's presentation in the 114-day hearing, made the charge against Defense Attorneys Hugh Fulton and Joseph W. Burns.

It was contained in a brief replying to a defense motion for a grant of license-renewal applications for the three Richards stations, or, alternatively, for a decision based on the performance of the stations since their last regular renewals [BROADCASTING • TELECASTING, Nov. 27, 1950]. The stations are KMPC Los Angeles, WGAR Cleveland, and WJR Detroit.

The Cottone-Ford brief said the defense motion should be denied and that "charges of improper conduct" which it makes against FCC staff members should be stricken as "sham and frivolous."

Counsel for Mr. Richards have accused Mr. Cottone and other staff members of suppressing evidence, and have charged that the General Counsel exhibited prejudice and bias that prevented a fair hearing and that he "abused and threatened not only applicants' counsel, but the examiner."

'Veiled Suggestion'

To what they called "veiled suggestion and innuendo that the Commission or members of its staff have been motivated [in the Richards case] by subversive elements," Messrs. Cottone and Ford asserted that such suggestions "were not even remotely given a shred of basis by any proper evidence sought to be introduced." They continued:

"If subversion has been in any way apparent, it is the subversion of the processes of the Commission attempted by applicants' counsel."

They also said:

. . . The assertions made by Messrs. Fulton and Burns in their instant brief can have no other purpose than the development of a climate of misinformed public opinion through which it is hoped the issues of the proceedings may be sidetracked away from ultimate decision on the merits . . .

It has become amply clear that the allegations made by Messrs. Fulton and Burns are part of the pattern followed by them throughout these proceedings to use every conceivable tactic for the making of personal attacks upon different personalities, including the Commission, members of its staff, and witnesses called by the Commission.

The record will lay bare before the Commission the complete details of the campaign of smear, and defamation indulged in by applicants' counsel in these proceedings from the outset . . .

The Cottone-Ford brief quoted Examiner James D. Cunningham, who conducted the hearing, as telling Mr. Fulton at one point:

"I am not deceived with the charge of Communism being the basis of this proceeding, nor am I deceived by charges such as appear here that the evidence has been destroyed or suppressed, distorted in some way. There is no evidence of that. I think the charge is completely unfounded."

In response to a defense motion asking the Commission to hear oral argument on the petition to grant renewals [BROADCASTING • TELECASTING, Jan. 8], the General Counsel replied that the FCC rule which the motion relied upon relates to oral arguments before a motions Commissioner, not the full Commission.

SPORTS RIGHTS

WCAW Sparks Group Action

BY GROUP action "the perennial sports problem" of broadcast contract rights has been solved, according to WCAW Charleston, W. Va., which cites coverage developed for West Virginia U. football and basketball games.

Formerly, subscribing stations received games from the athletic council at the university via WAJR Morgantown, which was responsible for billing details and other facilities for broadcast. Main problem was the amount to be paid by stations in addition to line charges and basis of rights let in multiple station towns.

Problem was unwrapped when WCAW, which carried university games regularly, canvassed stations in the state for interest in a plan whereby it and WAJR would bid jointly for rights with other stations participating at varying costs fitted to their markets. After a "good" response, the plan was offered to the council and as a result basketball games are carried by WCFC (FM) Beckley; WCAW; WAJR; WHAR Clarksburg; WVVW Fairmont; WCOM Parkersburg; WHAW Weston; WWVA Wheeling. Another eight station group was formed by WÇAW, the station reports, to cover parochial high school basketball games.

ARTICLE appearing in *Parade* last month said TV chorus girls are smaller than girls appearing on stage. Story explained that TV girls have to be smaller because of space limitations and that larger girls "won't fit on TV screens!"

GIVES YOU TWICE AS MUCH POWER GAIN PER DOLLAR!
New Andrew Multi-V FM Antenna
Andrew CORPORATION 363 E. 75th St. CHICAGO 19 ILLINOIS

FLASHING a bright smile is Harold Baker, WOW Omaha news director, as he places on wall the plaque awarded the station by National Assn. of Radio News Directors "for outstanding radio news presentation in 1950." Plaque was hung belatedly because engraving still was underway at the time of NARND's convention.

ASK DISMISSAL

Of WJMR Fulltime Bid

PETITION to dismiss the application of WJMR New Orleans for switch to fulltime assignment was filed with FCC last week by Royal Broadcasting Corp., competitive applicant. Changes in WJMR officers and proposed stock transfers were alleged to disqualify the outlet under FCC rules.

The WJMR bid, for switch from 250 w daytime on 990 kc to 250 w fulltime on 1450 kc, was favored in a proposed decision issued last fall by Hearing Examiner Jack P. Blume while the Royal application and that of Gretna and Lower Coast Radio and Broadcasting Co., each for a new station there, were proposed to be denied [BROADCASTING • TELECASTING, Sept. 18].

Royal told the Commission that, in early December, WJMR in its interim ownership report disclosed that Stanley W. Ray Jr., a principal witness for WJMR at the hearing and long responsible in part for the station's operation, had resigned as co-manager, officer and director and had sold his 12 shares to the firm for $13,470. This same report Royal contended, also showed that Leon Sarpy, "an individual not heretofore identified with the corporation," was elected secretary and director and allowed to purchase a minor stock interest. The petition also noted that, prior to the closing of the record, the WJMR application had been amended to show Jules J. Paglin had resigned as officer and director and sold his minor holdings.

Royal further argued that WJMR now seeks to improperly amend its bid after close of the hearing through the filing of a transfer application whereby George A. Mayoral, manager and part owner, would gain negative control through a trust agreement with the station's major stockholders, William and Ramon Cortada of Ponce, P. R. [BROADCASTING • TELECASTING, Dec. 18, 1950].

LOBBY EXEMPTION

Urged for Radio-TV on Hill

SPECIAL group investigating lobbying on Capitol Hill urges exemption of radio and television broadcasting stations from the lobby registration act to put them on equal footing with newspapers which already are exempted.

The proposal was put forward fortnight ago in a comprehensive report (H Rep. 3239) summarizing the activities of the House Select Lobbying Committee during the second session of the 81st Congress. The Congressional group, chairmanned by Rep. Frank Buchanan (D-Pa.), survived withering fire from both GOP and Democratic critics on its conduct in holding hearings.

In his personal summation, Rep. Buchanan said lobbyists and pressure groups should be required to operate openly but should not be "regulated." But he indicated identification of pressure groups and sources of support would suffice.

Another observation by Rep. Buchanan was that most money spent to influence legislation is for advertising and pamphleteering. He urged Congress to set up watchdog committees to assure lobbying act compliance. Also requested was a special probe of lobbying activities to influence action by executive agencies.

KPAB ORDER

Revocation Upheld

INITIAL decision to affirm an earlier FCC order revoking the license of KPAB Laredo, Tex., for transfer without approval, was issued last week by Comr. Paul A. Walker, presiding officer in the case.

Comr. Walker concluded that owner Mark Perkins "has shown a deliberate disregard" for the Commission rules "and a complete lack of candor." He charged Mr. Perkins unlawfully transferred control of the station without FCC approval to Allen K. Tish, on which grounds FCC initially had revoked the outlet's license and subsequently sought court injunctions to prevent its "illegal operation by Mr. Tish [BROADCASTING • TELECASTING, Aug. 7, July 17, Jan. 2, 1950].

The decision said Mr. Tish removed KPAB from the air in May 1950 and had so notified FCC. KPAB is assigned 250w fulltime on 1490 kc.

Miller To Talk

JUDGE JUSTIN MILLER, NAB president, has accepted an invitation to discuss radio, TV and political highlights in Washington before members of the Chicago Television Council on Wednesday. First meeting of the year will be a luncheon session at the Tavern Club.

'Homing' Problem

(Continued from page 26)

remain on the air and have proposed a network of key broadcast stations to back up as secondary links the telephone warning system. Coded, or so-called sub-audible signals on regular broadcast frequencies, are planned to serve from Air Defense control centers to warn key warning points—this being a one-way network.

Q—What are the steps that will be taken in the event of imminent attack—in point of the chain of command?

A—From top to bottom, the chain of steps will include the radar screen and interceptor service, both manned by Air Defense; the control centers to be manned by civil defense personnel (after July 1, 1951), and key warning points, also civilian staffed. The warning is fanned out to other CD control centers to be located in all cities. Latter is in itself a two-way network and will have walkie-talkies, transmitters, receivers and own power supply. These control centers are distinct from the other.

Present Warning

Q—What is the present warning system comprised of in the way of signals?

A—The red and yellow alerts. The yellow alert would mean an air raid is possible, and would be reserved for alerting civil defense personnel. The red alert would mean "attack imminent"—or "run for the cellar, men." That would be given to the civilian population.

Many people misunderstand this. They wonder why we don't give civilians immediate warning. The answer is simple: We have one advantage over our enemy—our productive capacity. Naturally we would want that to keep operating until the most urgent moment. Otherwise, the enemy could keep us in a constant state of emergency by setting off our coast lines if the yellow alert were used to tip off the population of possible attack.

Then, too, if the next war proves to be an atomic war—or even without use of atomic weapons—the enemy probably will concentrate on pinpoint bombing. Bombs are very expensive. They won't be wasted. We wouldn't want to have the enemy stop our production, which would result only if the red alert is sounded. That's the reason for the two warnings.

Q—Under the federal civil defense plan, $32 million would be set aside for communications. Just what are these communications facilities?

A—That would be the communications equipment used in civilian control centers mentioned before—the two-way network which would alert mobile systems, the police, fire department and others at the community level.

Q—What of the suggestion that civilians be equipped, at federal expense, with portable or battery-operated radio sets?

A—That has been suggested by some broadcasters. Frankly, it may not be very practicable. The government would go broke just trying to maintain the sets with batteries, etc. We have urged that radio stations set up their own independent supply of power. In fact, some stations are doing so already.

Q—Are FM radio relay networks being contemplated by the government?

A—Not particularly—not any more than any other system.

It also was revealed last week that Muzak Corp. has urged civil defense officials to utilize its some 50 or 55 franchises in the U. S. to sound warnings in public buildings in the event broadcast stations are silenced. Muzak wire system claims to be the largest telephone network in the country. To that end, Muzak officials last week called on Civil Defense Administration communications authorities to submit recommendations.

Muzak officials said the firm had a similar arrangement for air-raid warnings, using recorded discs, during World War II. The system was installed in the communications office of the District of Columbia, it was claimed. Officials have sent a letter to District Comr. Russell Young urging a similar arrangement.

Civil Defense authorities are charged with correlating the various systems—such as Muzak, transit or mobile FM, amateurs, taxicab radios, police, as well as broadcast—into a cohesive working unit.

'Journal' Case

(Continued from page 23)

sure compliance, and must permit them to interview officers or employes. The *Journal* may have counsel present during the interviews.

Court costs in the case were charged against the defendants. These, in addition to the *Journal*, are Owners Samuel A. and Isadore Horvitz, Business Manager D. P. Self, and Editor Frank Maloy.

The Horvitzes also own the *Mansfield* (Ohio) *Journal*.

One of the stiffest terms proposed by the Justice Dept. and rejected by Judge Freed would have forbidden the defendants to acquire any station or newspaper which competes with either of their present newspapers.

The Horvitz papers at both Mansfield and Lorain have sought radio stations but were denied by FCC on the ground that the owners sought in Mansfield to "suppress competition and achieve an advertising monopoly" [BROADCASTING • TELECASTING, July 19, 1948]. The FCC ruling was subsequently upheld by the U. S. Court of Appeals for the District of Columbia.

H. BLAKE CHATFIELD, NBC Western Division, broadcast production supervisor is father of boy, David Blake, Jan. 7.

KAYL-FM Rings Bell

KAYL-FM Storm Lake, Iowa, rang in the New Year with bells ringing—literally. More than 452 calls were received, the station reports, when it held an FM-only New Year's Eve party, featuring request platters. Some calls from FM listeners came as far as 50 miles distant, Paul R. Benson, production manager says. He concludes: "How about the effectiveness of FM broadcasting? We are convinced now that FM audiences are growing. And for us, it surely was a good way to start the Happy New Year."

Radio Circulation

(Continued from page 22)

the average of all New York stations reported by BMB, which means all New York stations whose total weekly audience equalled 10% or more of the city's radio families. The comparison now is:

NEW YORK	Nighttime Families	
	Total	6-7 Nights
Average	967,822	379,080
	Daytime Audiences	
	Total	6-7 Days
Average	896,837	367,360
	Magazine Circulation	
	Weekly	Monthly
Average	183,393	89,039

Again, radio audiences are far ahead of magazine circulation figures, when all BMB-measured stations in New York are compared with the eight magazines, either as far as total audiences are concerned or even when the audiences are restricted to families reported as listening every day or every evening.

Other Comparisons

However, New York is not the only city in the country. Let's look at some others, both large and small, and see how the average total and six-to-seven day or night listening families for network affiliates and for all stations compare with the average of the eight magazine circulation figures for those cities (see table below). Incidentally, the *Country Gentleman* figures are for this publication's circulation in the counties in which these cities are located, which may inflate the monthly magazine averages somewhat.

Now, as any statistician would promptly point out, there is more to comparing media than circulation figures. Cost is certainly an item; time spent listening to the particular station and time spent reading the particular magazine are also factors to be taken into consideration—

BUT, so far as the eight magazines for which city-by-city figures are available may be compared circulationwise with the audiences of radio stations in a reasonable cross section of U. S. cities, there is no denying that—

Radio is bigger than magazines.

* * *

City		Radio Audiences: Nighttime Families Total	Nighttime Families 6-7 Nights	Daytime Families Total	Daytime Families 6-7 Days	Magazine Circulation: Weekly Average	Monthly Average
Chicago	Net	878,810	388,752	815,392	405,222	89,778	69,799
	All	621,920	261,206	548,536	273,734		
Boston	Net	165,247	83,402	153,255	81,595	28,317	18,597
	All	143,920	67,443	123,533	63,314		
Detroit	Net	415,270	178,225	393,882	197,832	51,271	39,790
	All	342,593	141,453	339,273	162,385		
Los Angeles	Net	542,535	213,062	465,632	197,155	70,647	50,333
	All	359,454	139,137	325,941	127,695		
Philadelphia	Net	442,495	182,960	404,500	176,527	51,193	35,324
	All	329,344	130,934	318,653	135,274		
Augusta, Ga.*	Net	16,892	7,965	16,255	7,902	1,904	1,207
	All	16,892	7,965	16,255	7,902		
Bangor, Me.*	Net	8,262	4,330	7,800	4,917	1,474	1,742
	All	8,262	4,330	7,800	4,917		
Marietta, Ohio*	Net	5,880	4,060	5,880	5,020	753	1,020
	All	5,880	4,060	5,880	5,020		
Peoria, Ill	Net	29,965	15,370	23,930	14,237	4,600	4,270
	All	26,350	12,785	22,166	12,862		
Stockton, Calif.*	Net	14,563	6,803	15,680	7,837	3,921	2,386
	All	14,563	6,803	15,680	7,837		
Wichita, Kan.*	Net	43,462	20,212	56,612	30,910	7,188	7,249
	All	43,462	20,212	56,612	30,910		

* All stations are network outlets.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"
Contact EDWARD PETRY CO
WBAL

When It's BMI It's Yours
Another BMI "Pin Up" Hit—Published by Spitzer
(If You) SMILE, SMILE, SMILE
On Records: Mitch Miller—Col. 39053; Bob Dewey—Vic. 20-3986; Primo Scala—Lon. 823.
On Transcription: Eddy Howard—World.
BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.
BMI

SIGNS OF THE TIMES

WAGA Display Confuses Many New Yorkers

WAGA and WAGA-TV Atlanta are responsible for the somewhat unsettling idea that the suburbs of their home city extend to New York's Times Square. Celebrants surging into the Square on New Year's Eve at midnight were jolted by a new Douglas Leigh, 4,104-bulb sign flashing, "WAGA, Atlanta, the New York of the South."

An animated cartoon involving a scotty dog, the station's symbol, followed. As a consequence, stories are still reported of bacchanalian New Year's expeditions in which "we wound up in Atlanta."

New Yorkers watching home TV sets also were affected. CBS-TV carried the new "spectacular" of its affiliate, and competing NBC-TV cameras panning the area also picked it up. The more bibulous viewers are understood to have marveled at the latest technical triumph permitting them to see two places at once.

From the station's viewpoint, it's not a geographical matter. Times Square is only a stone's throw, as they judge distance thereabouts, from Madison Ave.'s timebuyers. And anything blinking and glowing persuasively over the Square on New Year's Eve and for the following month, it is reasoned, will surely come to that canny clan's attention.

However, the Times Square sign, a mate to which is busily throwing light on Atlanta from the Avon Hotel roof there, is only a part of the promotion campaign being conducted jointly by WAGA and WAGA-TV, and Leigh Foods Inc., whose Flamingo orange juice concentrate flashes alternately on both signs. Over 100 American Railway Express truck posters of the four-sheet variety have been contracted for in the Atlanta area. Also, WAGA has ordered over 200 three-sheet poster boards on a half-showing of 24-sheet General Outdoor bulletin boards, plus illuminated posters covering the outside backs of a fleet of Yellow Cabs.

WAGA also publishes a weekly tabloid newspaper of news about Atlanta radio and television, pictures of favorite air personalities, and the weekly schedules for WAGA and WAGA-TV. Circulation is reported at 23,000.

Looking so pleased, are (l to r) Tom Harker, vice president and national sales director of the Fort Industry, which owns WAGA and WAGA-TV, and Mrs. Harker; and Jim Bailey; managing director of both stations, and Mrs. Bailey.

NETWORKS IN N. Y.

Negotiate With AFRA 802

NETWORK negotiations with American Federation of Musicians' Local 802, for terms of employment on all programs originating in New York, were scheduled to begin Friday afternoon in Rockefeller Plaza offices of NBC. Negotiations for programs originating in Chicago and Los Angeles, with locals 10 and 47 respectively, are expected to begin in those cities "soon".

On a national union level, it is believed that AFM President James C. Petrillo will not immediately participate in the New York or other "local negotiations," although he might be expected to intervene on behalf of the federation itself if an impasse should be reached. It is believed that Mr. Petrillo, would, in any event, be concerned with negotiations of any of the locals only insofar as they relate to network programs.

Present contracts of all AFM locals with the networks expire January 31. Comment on the forthcoming negotiations was unobtainable from either union or company spokesmen.

RECORDING BAN

Sought By Union

BANNING from radio programs of recorded music and bridges, in an attempt to insure jobs for musicians, was high on the agenda of AFM Local 47, Hollywood, in new contract negotiations opened with network stations there Jan. 8.

Outcome of negotiations on this problem will decide the strike question currently pending at NBC Hollywood over replacement of musicians by recorded music on the network's *Halls of Ivy* program.

The union is planning to call a strike of all NBC musicians over dropping of musicians to save $1,500 weekly on the program. It was agreed, however, to hold off the strike until new contract negotiations started [BROADCASTING • TELECASTING, Jan. 8].

Also being sought are wage increases, improved working conditions and a set scale for arrangers —based on the belief that arrangers, as composers, should receive compensation for creative work produced for individual programs.

PEARSON HIT

Pentagon 'Leak' Attacked

NEW ATTACKS were lodged against Drew Pearson, ABC commentator and news columnist, by Sen. Joseph McCarthy (R-Wis.) last week. The Senator demanded a federal investigation of what he charged was a "leak" from the Pentagon.

The charge was leveled in connection with alleged funneling of "military secrets" from the Defense Dept. to Mr. Pearson. The commentator-columnist retorted the military had assured him that security risk was not involved. The Defense Dept. said it was investigating.

In another development, Walter E. Alessadroni, chairman of the American Legion's committee on un-American activities, asked the Senator for clarification of his charges against Mr. Pearson.

Sen. McCarthy has attacked both Mr. Pearson and Adam Hat Stores Inc., which is dropping sponsorship of the Sunday night broadcasts. ABC has indicated Mr. Pearson's commentaries will continue although the Adams Hat contract ends Feb. 18 [BROADCASTING • TELECASTING, Jan. 8, 1].

Majors Clearing House

NATIONAL LEAGUE owners meeting in New York Thursday voted to recommend that clubs confine telecasts of regular season games to local TV stations and keep off networks. The owners set up a clearing house and policing function in the New York office through which all independent radio stations must clear game broadcasts during 1951 season and pay for them, including collection fees. Radio broadcasts within a 50-mile radius of each club remain strictly local arrangements.

AGENCY MOVES

Govt. Broadens Planning

CONGRESSIONAL study of the government's $190 million twin moving program involving federal agencies and departments—dispersal to outlying districts and decentralization to other cities—may be resumed shortly on Capitol Hill now that committee assignments and other preliminary details are out of the way.

This was indicated last week by the Senate and House Public Works committees, which held hearings on the controversial measures last month. Sen. Dennis Chavez (D-N. M.) already has re-introduced a bill in the upper chamber, and companion legislation is expected in the House. Legislation sponsored previously was aborted with recess of the 81st Congress.

Looking toward concrete Hill action, the government has broadened its planning for dispersal and decentralization on the basis of recommendations of the Public Building Service to a Budget Bureau committee. Both plans are well advanced, with one report setting the moving date as June 1, 1951.

Budget Bureau List

The Budget Bureau has compiled a list of agencies to be dispersed to outlying areas—in adjoining Virginia and Maryland—and others to be moved to other cities. While the last is still highly classified, it is felt that such agencies as FCC, Civil Defense Administration and the Depts. of Defense and Commerce would not be dispersed [CLOSED CIRCUIT, Jan. 8]. It is believed that these three departments would be retained within "foot" distance on the basis of their constant liaison. In any event, a move to any other city was ruled out by some authorities Civil Defense recently moved into new quarters in the District.

While officials of the General Services Administration and the Public Building Service declined during hearings to make any specific recommendations, members of the two committees reportedly suggested as "movable" the Federal Trade Commission, Federal Power Commission and the Securities & Exchange Commission.

The Budget Bureau list of agencies potentially tabbed to be moved is due to be completed early this week. The recommendations will be passed on to the National Security Resources Board for its study, and finally to the President.

Disposition of other key agencies—the Defense Production Administration and the Office of Defense Mobilization—was not readily apparent last week.

STUART NOVINS, CBS Hollywood director of public affairs, named broadcasting chairman of annual Heart Foundation campaign starting in February.

CHNS
The Shortest Route
To Results in
This Area Is Via
HALIFAX NOVA SCOTIA
Maritimes Busiest Station
Contact
JOS. WEED & CO.
350 Madison Ave., New York
5000 WATTS
NOW!

Horserace Shows

(Continued from page 26)

which contains information concerning current horse racing. This statement may be properly checked even though station *occasionally* broadcasts, during a general sports or news program, results and other data pertaining to feature or other news-worthy races, and occasional broadcasts of actual running of feature races, such as Preakness, Kentucky Derby, etc.)" and "(b) Station regularly broadcasts information concerning horse racing."

FCC indicated stations checking part (b) (do air race shows) must answer all succeeding questions, but stations checking part (a) (do not air race shows) need answer only the second question: "Has station within past two years regularly broadcast information concerning horse racing? If yes, give date such type of broadcasts were discontinued."

Additional Questions

Question III, first of the additional queries which stations airing horserace shows must answer, asks listing of programs or program periods involved, time and days of week broadcast. Question III also asked whether any of these programs "to the best of your knowledge and belief" were "sponsored by persons or organizations which own or operate services devoted, in whole or in part, to the dissemination of horse racing information?" Specific "names and addresses" of such "persons or organizations" was requested.

Question IV asks stations to check the following specific items of race data broadcast, excluding live TV programs from the track: entries, scratches, probable jockeys, jockey changes, jockeys, weights, selections, off time, next post time, track conditions, weather conditions, time of race, mutuels, results of race, results in code, post positions, running account of race. The initial questionnaire included "post positions in code", which was deleted early Friday.

Stations are asked in Question V to "indicate the practice of the station with respect to the time when individual race results are announced on the program—either by checking the applicable statement below or by writing in the practice if none of the statements apply. (a) Result is announced as soon as received. (b) Result is announced as soon after receipt as is possible without interrupting program continuity (e.g., a record or transcription). (c) Announcement of result is delayed (fill in) minutes after official off-time."

If stations indicate they delay airing of results, Question VI requires statement "whether the practice is to announce the result before or after the start of the next race at the same track."

Source of station's information on horse racing is asked in Question VII. Wire services of AP, UP and INS are given for checking, plus blank for specifying "other" source.

"Approximate date on which the station adopted its present format for the broadcast of horse race information" is solicited in Question VIII.

The last item invites stations to set forth any additional comments in a separate statement "if you feel that the answers to the foregoing questions do not reflect fairly your programming with respect to the broadcast of horse race information."

The initial copy of the letter to licensees specified the questionnaire was to be returned Feb. 5, but this also was amended early Friday to the later date, Feb. 12. Task of getting out the 3,000-some letters was given on one reason by the Commission, indicating some stations may have to wait a few days before getting theirs.

....for the finest in professional tape recording equipment

STANCIL-HOFFMAN

HOLLYWOOD 38, CALIFORNIA

7½ Percenter

(Continued from page 19)

ufacturer whose bid was read to be lowest by the Navy examiner.

Of particular interest—and of startling interest—to the manufacturer was the statement reportedly attributed to "Mr. X" that he could renegotiate the low bid price at a higher level.

The manufacturer immediately turned down the approach because of his experience during the last war in contracting for the government. He is understood to feel that it's not necessary to have any agent, except for an official representative of the firm, contact government officials.

Such practices as that alleged of "Mr. X" have been published in various facets of the radio and press. It also has stirred comment and investigation on Capitol Hill. On the opening day of Congress, in fact, a bill (HR 485) was introduced by Rep. Kenneth Keating (R-N. Y.) which would require persons obtaining commissions in the aid of securing government contracts to register with Congress and would also set up a clearing house for contract information [BROADCASTING • TELECASTING, Jan. 8]. The bill has been referred to the House Judiciary Committee.

The manufacturer does not intend to carry the issue to Congress or to the public because (1) he feels the publicity would hurt the firm's integrity and (2) he does not wish to get involved in a case wherein only hearsay evidence would be entered.

'50 WCAU'S BEST

New Ideas For '51

DURING 1950 WCAU Philadelphia enjoyed the most successful commercial year in its 28-year history.

This announcement was made by Joseph T. Connolly, vice president in charge of radio, who added that in 1951 the station will push commercial development of its frontier time at the beginning and end of each broadcast day.

Mr. Connolly

For frontier time development, WCAU has scheduled a musical program from 5:15 to 6 a.m. and an audience participation program at 11:30 p.m. Both programs are booked across-the-board.

Looking ahead to Philadelphia's gearing for defense production, Mr. Connolly commented: "The swing shift may be just around the corner in industrial Philadelphia and we're going to be right in the swing of things when it happens."

Production

(Continued from page 28)

piling was given autonomous status, with its duties limited to those phases.

In his State of the Union message to Congress last Monday, President Truman stressed a two-point defense production program entailing (1) conversion of plants and channeling of materials to defense and (2) increase in the U. S. capacity to produce. The first phase will mean "heavy cuts in the civilian use of copper, aluminum, rubber and other essential materials . . . shortages in various consumer goods."

The Chief Executive also sought revision and extension of authority to expand production and to stabilize wages and prices, as well as legislation for training of defense workers and encouragement of the full use of all manpower resources.

"The production drive is more selective than the one we had during World War II, but it is just as urgent and intense. It is a big program and a costly one," he asserted.

Last week the President also formally appointed Gen. William H. Harrison to head up the Defense Production Administration. As ranking official under Charles E. Wilson, director of the Office of Defense Mobilization, Gen. Harrison has been given "all the powers over priorities, allocations, requisitioning, loans, purchasing and certifications of accelerated tax amortization," according to Mr. Wilson.

KFI-TV Los Angeles adds two feature films daily to daytime schedule. Total of 24 hours weekly now devoted to telecasting of feature films on station.

WWNY NAMED

'Tribune' Fund Winner

WWNY Watertown, N. Y., was selected by Niles Trammell, chairman of the board of NBC; Mark Woods, vice chairman of ABC, and Frank White, president of MBS, as the radio station doing the outstanding job of promoting the Fresh Air Fund of the New York *Herald Tribune* during 1950.

The three judges named WKNE Keene, N. H., as second award winner; WVPO Stroudsburg, Pa., third, and WJOY Burlington, Vt., fourth.

Honorable mentions for radio support of the fund, which each year sends some 10,000 city children away on vacations, went to WHAV Haverhill, Mass.; WHEB Portsmouth, N. H.; WICY Malone, N. Y.; WLAN Lancaster, Pa.; WLNH Laconia, N. H.; WMNB North Adams, Mass.; WMSA Massena, N. Y.; WSNJ Bridgeton, N. J.; WTSV Claremont, N. H.; WTWN St. Johnsbury, Vt.; WHOB Gardner, Mass.

In addition to programs and announcements supporting the Fresh Air Fund, WWNY last June broadcast a special Sunday afternoon three-hour program for the fund which produced 33 invitations for children to visit homes in the Watertown area, phoned to the station while the program was still on the air.

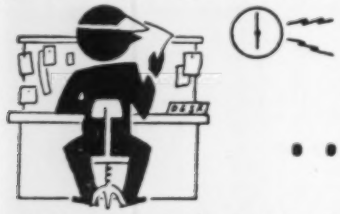
EMPLOYES BENEFIT

Buy WJR Stock Plan

UNDER a stock ownership plan instituted by G. A. Richards, principal owner of WJR Detroit, 55 employes reportedly became station stockholders this month.

The plan made stock available to all five-year employes or department heads. Eligible employes reportedly subscribed 100%.

Details of the plan were worked out by John F. Patt, president, and William G. Siebert, WJR secretary-treasurer and a member of the board of directors, at the request of Mr. Richards.



...at deadline

COY HEADS POLICY GROUP FOR GENEVA CONFERENCE

FCC CHAIRMAN Wayne Coy named Friday to special three-man *ad hoc* policy group to recommend basic policy positions for U.S. at International Telecommunications Union's Extraordinary Administrative Radio Conference, which convenes Aug. 16 in Geneva for three months. Other members: Under Secretary of State James E. Webb, Deputy Secretary of Defense Robert A. Lovett.

Policy group designated FCC Comr. E. M. Webster, Director Walter Radius of State Dept.'s Office of Transport and Communications Policy, and Maj. Gen. H. M. McClelland, director of Communications-Electronics, Joint Chiefs of Staff, as their alternates to carry out assignment and report to them.

E. K. Jett, former FCC Commissioner, now vice president and TV director of *Baltimore Sunpapers* (WMAR-TV), was chosen as one of group of independent experts to serve as consultants to policy group and alternates. Haraden Pratt, vice president of American Cable & Radio Corp., also designated consultant, with others to be chosen later. Messrs. Jett and Pratt held first meeting with alternates Friday. Mr. Jett expects to devote three days weekly to assignment.

Task includes appraisal of problems relating to frequency uses and requirements, and formulation of principles to govern U.S. assignments in virtually all frequency bands except standard broadcasting, in preparation for Geneva conference, which is next step in implementation of frequency allocation table adopted at Atlantic City in 1947.

DuMONT TV BUILDING

OLD Central Opera House on East 67th St., New York, being remodeled into television studio building by DuMont TV Network, with main studio 180 feet long by 70 feet wide. Network hopes to have conversion completed in time to use building for originating fall programs.

KDB MANAGER NAMED

JACK WAGNER, manager KSYC Yreka, Calif., appointed manager KDB Santa Barbara, Calif., by Lincoln Dellar, who acquired former Don Lee owned station Jan. 1. Mr. Wagner replaces Edward K. Kemple, resigned to join KFI Los Angeles as account executive.

N. J. DEFENSE TEST

NEW JERSEY Civilian Defense Network was to hold special 5-minute test broadcast Jan. 13, 11:55 a.m.-noon. Originating from WATV (TV) Newark, state's only TV outlet, program was fed to network of 23 AM and FM outlets and featured talk by Leonard Dreyfuss, state civilian defense director. Before broadcast WATV aired 10-minute discussion on functions of network.

SLOAN PREDICTS TV CUT

F. M. SLOAN, Westinghouse Television-Radio Division manager, predicts teleset production to be cut from 7.5 million sets in 1950 to 3 million in 1951 because of national emergency.

BAB INC. BOARD TO HOLD FIRST MEETING FRIDAY

FIRST board session of Broadcast Advertising Bureau Inc., successor to NAB's original BAB, to be held Friday in Chicago following all-day meeting of TV station at Stevens Hotel (story page 51).

Present BAB Committee, headed by Chairman Robert D. Swezey, WDSU-TV New Orleans, will sit as incorporating board of BAB Inc. and chart future of BAB under presidency of William B. Ryan, NAB general manager on loan to BAB [BROADCASTING • TELECASTING, Jan. 8]. Other members are Edgar Kobak, WTWA Thomson, Ga.; William B. Quarton, WMT Cedar Rapids, Iowa; Charles C. Caley, WMBD Peoria, Ill.; Allen M. Woodall, WDAK Columbus, Ga.

BAB Inc. directors may decide to increase size of board. Operating and budget problems are to be discussed and possibly dues schedule.

Selection of acting general manager at NAB referred by Mr. Ryan and NAB President Justin Miller to NAB board for action at Florida meeting Jan. 31-Feb. 2. Vacancy expected to be filled from present NAB staff [CLOSED CIRCUIT, Jan. 8].

GODFREY TO EUROPE

ARTHUR GODFREY, star of his own CBS TV and AM shows, taking three weeks leave of absence for European inspection tour with Gen. Dwight D. Eisenhower in late February. Projected trip follows Mr. Godfrey's two-week active duty service, Jan. 18-Feb. 4 at Pensacola Naval Air Training Base, Florida.

MISS TRUMAN TO SIGN

SINGER Margaret Truman reported Friday to have agreed to sign contract to appear as guest on 12 NBC radio and TV shows between now and June 1952, at $2,000 to $3,000 for each appearance. She was understood to be slated for three appearances by May, and nine others between September 1951 and June 1952.

GULF SHIFTS PROGRAM

GULF OIL Corp. planning to drop its radio version of *We the People* on NBC and will sponsor *Counterspy* on NBC in same period, Thursday, 9:30-10 p.m. Firm will continue to sponsor *We the People* on NBC-TV. Young & Rubicam, New York, is agency.

NETWORK-802 MEETING

AFM Local 802 met with networks Friday in New York and scheduled subsequent meeting Tuesday this week. Demands understood to be substantially as previously reported [BROADCASTING • TELECASTING, Dec. 25, 1950]. Network representatives had no comment.

TEXAS OUTLET OPPOSED

DENIAL of application of James H. Sligar for new AM station at Wichita Falls, Tex., on 860 kc with 250 w daytime, proposed Friday in initial decision by Hearing Examiner Basil P. Cooper on ground outlet would not meet Commission standards. Applicant is oil operator.

Closed Circuit

(Continued from page 4)

President James P. Gaines, in charge of own[ed] and operated stations, slated for appointm[ent] as general manager of KOA Denver, NB[C] owned station. Appointment, expected momen[tarily], would be to succeed Lloyd Yoder, [re]cently promoted to head KNBC and NBC o[p]erations in San Francisco.

AS MANY as eight new faces may appear [on] the House Commerce group lineup in 82d C[on]gress. Two Republican vacancies expect[ed] Committee adding two members, increasi[ng] total membership from 28 to 30, splitting [the] Democrats (named Friday) to 13 Republica[ns].

WATCH for return of *Armed Forces Hour* [to] television momentarily. Arrangements co[m]pleted by DuMont TV Network and Dept. [of] Defense, who will announce series jointly, [it] understood. Program had 34-week TV tr[y]run from October 1949 to June 1950.

TEXACO LEADS TV RATINGS COMPILED BY TRENDEX

TEXACO Star Theatre (with Ken Murr[ay] substituting for Milton Berle) led network te[le]vision ratings by Trendex in week of Jan. 2[1] Trendex announced last week. Top ten Tre[n]dex TV ratings were:

Star Theatre—Ken Murray	57.9
Arthur Godfrey's Talent Scouts	50.1
Fight of the Week—Joe Louis	50.0
Fireside Theatre	43.6
Comedy Hour—Abbott & Costello	39.3
Your Show of Shows	38.1
TV Playhouse	35.4
Circle Theatre	34.0
Godfrey 'n Friends	33.3
Your Hit Parade	30.7

PER PROGRAM MEETING

TERMS of per program license ASCAP pla[n] to offer TV broadcasters may be available f[or] discussion at Thursday afternoon meeti[ng] (2:30 p.m. at Blackstone Hotel) Chicag[o] called by Dwight Martin, chairman of TV I[n]dustry Committee on Per Program Licens[e]. Announced by ASCAP before Christmas a[s] ready for early issuance, new licenses have n[ot] yet appeared. Herman Finkelstein, general a[t]torney of ASCAP, queried Friday by BROA[D]CASTING • TELECASTING, declined to confirm [or] deny possibility they may be released [on] Thursday.

COLGATE, WANDER RENEW

COLGATE - PALMOLIVE - PEET Co. a[nd] Wander Co. have renewed their segments [of] *Howdy Doody* on NBC-TV, Monday-Friday 5:30-6 p.m. Colgate sponsors show Monday 5:30-5:45 p.m.; Tuesday, 5:45-6 p.m., a[nd] Thursday, 5:45-6 p.m. Wander Co., Friday 5:45-6 p.m. Agencies are Ted Bates & Co. New York, for Colgate and Grant Adv. fo[r] Wander.

CONKLING TO COLUMBIA

JAMES B. CONKLING, vice president i[n] charge of repertoire, Capitol Records, name[d] president of Columbia Records succeeding E[d]ward R. Wallerstein, who resigned effectiv[e] Feb. 1. Mr. Wallerstein, who also is membe[r] of board of CBS, will continue as consultant t[o] Columbia.

AFM TV NOTICE

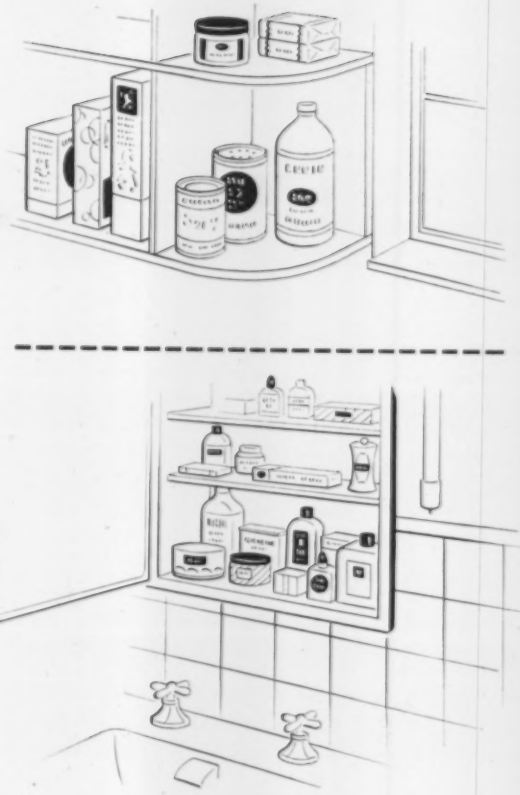
AMERICAN Federation of Musicians Friday telegraphed TV networks and TV stations putting them on notice of clause in contract under which films for movie houses prohibit telecasting.

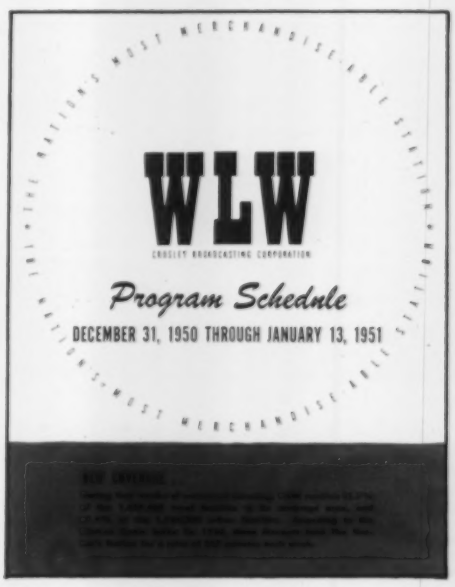
IN WLW-LAND . . .

PRODUCTS GET HERE

Quicker and More Often

WHEN THEY'RE HERE





In WLW-Land . . . nearly 1/10th of America . . . WLW reaches more people more often, to sell more products for more advertisers than any other single medium.

NEW YORK 20
630 Fifth Ave.
Circle 6-1616

CHICAGO 1
360 N. Michigan
STate 2-0366

WLW
the nation's most merchandise-able station

CINCINNATI 2
140 W. Ninth St.
CHerry 1822

HOLLYWOOD 28
6381 Hollywood Blvd.
HOlly'd. 9-5408

CROSLEY BROADCASTING CORPORATION